

THE  
**Publishers' Weekly**  
THE AMERICAN  
**BOOK TRADE JOURNAL**

WITH WHICH IS INCORPORATED

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VOL. LXXX., No. 9. NEW YORK, Aug. 26, 1911 WHOLE NO. 2064

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*P. S.—Note the nation-wide protest of eminent divines against the remarriage of a certain rich man in New York. The seething caldron is about to boil over. **REBELLION** will help to clear the atmosphere.*



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**BAWBEE JOCK**, By Amy McLaren, 4th Printing

**THE CLAW**, By Cynthia Stockley, 4th Printing

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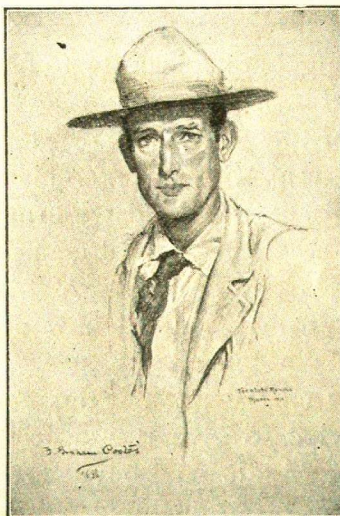
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It is evident that the story of the mysterious journal is a literary device to give the desired setting to this narrative of what might well have been the romance of the painter and his beautiful subject. Real or fictitious, the journal unfolds an absorbing tale of love, worked up with masterly art and with an emotional strength that makes this story of medieval passion as real as if the setting were of our own day. Da Vinci's philosophically indifferent attitude toward women in the first place, his gradual yielding of mind, soul, and body to Monna Lisa's charms, leading up to that wonderful climax at the country villa, when the two reveal the full strength of their love for one another, render this a book whose every page holds the attention of the reader. The minor characters are depicted in the same admirably artful fashion as the two leading ones. *Ready August 26*

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We confidently believe that in this age of feminism it will make an irresistible appeal to all who think the woman's point of view worthy of serious study and, withal, *The Dangerous Age* is a good story that grips us from the start to finish.

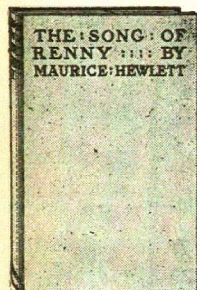
Cloth. Authorized edition. \$1.20 net. By mail 12 cents extra. All booksellers.

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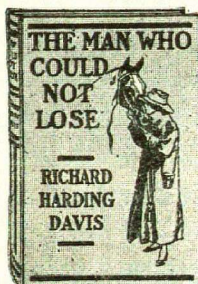


# Gentlemen of the Book Trade

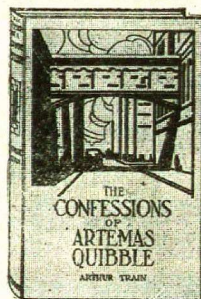
*Here Are Some Novels Essential for Your Early Fall Stock*



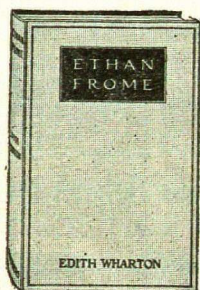
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2



3



4

## 1. The Song of Renny 1.50 By Maurice Hewlett

A romance of the Middle Ages abounding in adventure, gorgeous in color, alive with the vigorous spirit of "Richard Yea and Nay" and "The Forest Lovers." Not since the latter came from press has a novel appeared to rival this in the field of pure romance.

## 2. The Man Who Could Not Lose 1.25 Postage Net Extra By Richard Harding Davis

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Mr. Davis is, first of all, master of the short story. In that field he won his first fame with "Gallagher," and his humor, his sympathetic grasp of character, his sense of the dramatic, characterize these stories as clearly as they did those first ones from his pen.

## 3. The Confessions of Artemas Quibble 1.30 Postage Net Extra By Arthur Train

The ingenuous and unvarnished history of Artemas Quibble, Esquire, one-time practitioner in the New York Criminal Courts. Mr. Artemas Quibble is unquestionably a rogue. It is also unquestionable that he is very human. He is a real character just as "David Harum" was; just as was the "Self-Made Merchant" who wrote letters to "His Son."

## 4. Ethan Frome 1.00 Postage Net Extra By Edith Wharton

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# The Publishers' Weekly

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One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.

Single copies, 10 cents; postpaid, 12 cents. Educational Number, in leatherette, 50 cents. Christmas Bookshelf, 25 cents. Extra copies of the numbers containing the three and six months' Cumulative Lists, 25 cents each, to subscribers only. The Annual Summary Number is not sold separately.

## Advertising Rates

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| One page.....           | \$25 00 |
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The above rates are for unspecified positions. Special rates for preferred positions (full pages only).

Higher rates are charged for the Annual Summary Number, Summer Number, Educational Number and Christmas Bookshelf.

Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

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R. R. BOWKER, President and Treasurer. FREMONT RIDER, Sec'y  
PUBLICATION OFFICE, 298 BROADWAY, NEW YORK CITY.

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## NOTES IN SEASON.

It may be of interest to know that André Castaigne, in making his illustrations for Harold MacGrath's big new novel, "The Carpet from Bagdad," published to-day, made a special trip to Egypt to get the settings and local color for them.

THE OXFORD UNIVERSITY PRESS has just published the 1911 Bible, beautifully printed on fine white and Oxford India paper. This is the authorized version of 1611 with the old familiar verse form retained, but with

the text carefully amended by American scholars. Among its features are new systems of chain references, collected references and paragraphs.

EARLY in October Moffat, Yard & Company will publish a detective story by Max Marcin in which the indomitable Britz finds a mystery worthy of his great skill as a detective. Mr. Marcin was joint author with Mr. Barber of "Britz of Headquarters," in which the hero was first introduced. The new story is now appearing serially in the *People's Magazine* under the title "Everybody's Alibi." Another story which promises to win success is Richard Barry's "The Bauble," a "suffragette" novel.

A SURPRISING coincidence is the publication by Thomas Y. Crowell Company of "Monna Lisa, or, the Quest of the Woman Soul," on the very day when the famous Da Vinci portrait, reproduced in color as the frontispiece of the book, was stolen from the Louvre. The novel purports to be a translation of a newly-discovered manuscript, a long-lost diary by Leonardo da Vinci, unfolding the story of his love for Monna Lisa and his gradual yielding to her charms. The advertising schemes of American publishers have been many and daring. What if a dark suspicion should cross the minds of the sixty baffled Parisian detectives?

On the list of Henry Holt & Company are several novels of undoubted worth. In "Bianca" William De Morgan has gone back to the vein of his first four novels. Rolland's "Jean Christophe in Paris" is a continuation of the great French novel, the first volume of which was issued last fall as "Jean Christophe." This volume is a complete story in itself. A new novel by Mrs. Inez Haynes Gillmore, author of the successful "Phoebe and Ernest" will be published under the title "Janey." Three attractive juveniles to come from this house are Maryat's "Children of the New Forest," illustrated in color and line by E. Boyd Smith; Mrs. Rankin's "The Castaways of Pete's Patch," uniform with "Dandelion Cottage," and Miss Dix's "Friends in the End," an out-of-door story for girls from 9 to 16 years old.

CUPPLES & LEON put at the head of their fall list a new child's gift book, "Land of Play," a book of verse and prose selected by Sara Tawney Lefferts and illustrated in color. The volumes of the *All About Series*, bound in boards and illustrated in color and black and white, and selling at 35 cents each, will also prove good sellers. There are also new additions to all the favorite Cupples & Leon series: "The Motor Boys Over the Ocean" in the *Motor Boy Series*; "The Winning Touchdown," in the *College Sports Series*; "Lost on the Moon," in the *Great Marvels Series*; "The Motor Girls Through New England," in the new *Motor Girls Series*; and "Dorothy Dale's Camping Days," continuing the *Dorothy Dale Stories*. Buster Brown appears with Tige again, perennially irrepressible, in "Buster Brown's Happy Days."



## Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.  
 Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (sq. under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

**Abbe (The) genealogy**; reprinted. Phil., Martin & Allardye, [11.] (Ag26) unpagcd, O. pap., \$1 n.

This name is listed in Bardsley's "English surnames" as a "surname of office." The name is found in old records spelled Abbe, Abbee, Abbei, Abbie, Abbye and Abby. John Abbe, first of the American family, arrived in Salem and was granted land there in November, 1636.

**Andersen, Hans Christian.**

Fairy tales; il. with full-page color plates and numerous pictures in black and white. N. Y., Platt & P., [11.] (Ag26) 256 p. O. \$1.50.

Tales. [N. Y., Stokes, '11.] (Ag26) unpagcd, il. in col. F. bds., \$3 n., boxed.

A book which with its strange and gorgeously designed cover, its mystical and glorified full-page illustrations interpretative of the text, and its broad gold designs around its pages, is meant to fascinate and make real in a child's mind some of these wonderful tales. *Contents:* Goloshes of fortune; Red shoes; Swineherd; Emperor's new clothes; Garden of Paradise; Little sea maid; Nightingale; Princess on the pea; Travelling companion; Flying trunk, and Wild swans.

**Antony, C. M.**

Saint Antony of Padua, the miracle-worker (1195-1231); with 4 illustrations. N. Y., Longmans, [11.] (Ag26) 16+110 p. S. (Friar saints ser.; Dominican lives.) 50 c. n.

The present volume has been written after close study of the monographs on the life of St. Anthony, and of critical editions and original documents. The material, though scant, gives enough information to make possible an outline sketch of the saint's life, with a good many details filled in, and accounts of those of his miracles accepted as authentic.

**Banta, N. Moore, and Benson, Alpha Banta.**

The second Brownie book; containing 58 special il. in color from original drawings by F. R. U. Wagner. Chic., Flanagan, [11.] (Ag26) c. 128 p. D. 35 c.

The authors of the Brownie primer write this new book of verse, describing Brownie adventures. The book is suitable for school use, but the play spirit is dominant throughout.

**Barhite, Jared.**

Dalmaqua; a legend of Aowasting Lake, near Lake Minnewaska, Shawangunk Mountains, New York. Bost., Educ. Pub., [11.] (Ag26) c. 64 p. front. por. pls. 12°, 30 c.

**Baum, Lyman Fk.**

The sea fairies; il. by J. R. Neill. Chic., Reilly & B., [11.] (Ag26) c. 240 p. il. O. \$1.25.

Trot and Cap'n Bill live under the water, and in this story make many authentic statements about mermaids, who are really like land-fairies, about sea-serpents and other sea inhabitants foolishly supposed not to exist. Indeed the only person who isn't real in the story is the magician, Zog, who, the author says, is merely "make-believe." Other books by Frank Baum are "Wizard of Oz," "Land of Oz," "Emerald City of Oz," etc.

**Beach, Rex Ellinger.**

The ne'er-do-well; il. by Howard Chandler Christy. N. Y., Harper, '11. (Ag26) c. 10. 402 p. D. \$1.25 n.

Most of the action takes place in Panama, and Mr. Beach made an extended stay in Central America expressly to study the land and the people. The hero is Kirk Anthony, a young graduate of Yale. As athlete and coach he has been highly successful, but in all other respects he is a thorough happy-go-lucky ne'er-do-well. His father, a millionaire railroad man, has quarrelled with him. As a great joke one of Kirk's companions has Kirk put on board a ship sailing for Central America—where the luxury-loving Kirk will have to work for a living. Kirk wakes to find himself in a stateroom of a steamship bound for Panama. On the ship Kirk becomes acquainted with a woman—a Mrs. Stephen Cortlandt, whose husband is a diplomatic agent. When Mrs. Cortlandt discovers Kirk's love for Gertrudis she undoes all that she has done for him. But Kirk wins in spite of them all, for he marries the girl secretly at a ball between dances. Then comes a climax in which the scales are turned in favor of the ne'er-do-well.

**Begbie, Harold.**

The shadow; a story of the evolution of a soul. N. Y. and Chic., Revell, [11.] (Ag26) 400 p. il. O. \$1.25 n.

Dick Grafton, the handsome but worthless younger brother of Sir Matthew Grafton, emigrates to Canada, where he marries a beautiful girl fresh from the convent. After eight years of life on the prairie he dies, leaving her penniless, and commending her to his brother's care. The widow and her young son find life so intolerable in the formal English home that she prefers to earn her own living and be free to bring up the boy according to her own ideas. How the son repays this devotion forms the conclusion of the story.

**Bell, Lilian Lida, [Mrs. Arth. Hoyt Bogue.]**

The runaway equator and the strange adventures of a little boy in pursuit of it; il. by P. Newell. N. Y., Stokes, [11.] (Ag26) c. 9+118 p. O. \$1.25.

Not every little boy has a mother like Billy's, who teaches him geography by means of a yellow orange with a lemon stick for the pole and a black rubber band around for the equator. After assimilating the lesson with his brain, Billy is allowed to assimilate it by eating, and who can tell if the strange adventures which then befell him were not the result of both processes. Billy falls asleep to be sure, but we are suspicious of a sleep wherein he associates with Nimbus, an enchanted trolley car, the Equator in person, volcanoes, the equine ox, Jack Frost and a lot of celestial buccaners.

**Bindloss, Harold.**

A prairie courtship. N. Y., Stokes, [11.] (Ag26) 348 p. D. \$1.25 n.

"Maverick" Thorne is a man of culture, who, a born wanderer and hating the tameness of the cities, has gone to the vast prairies of the Northwest, and seems content to be a mere peddler, selling gramophones and drugs. The girl, Allison, who comes to the wheatlands, gives him the needed purpose and ballast for his future, and he settles down to the tasks of a man. Sixteen or eighteen hours a day he works on his farm, dramatically fights off the intrigues of a rascally moneylender, and wins through to unexpected victory. It is a story of out-of-doors, showing the hidden beauties of the prairies.

**Birdsall, Ralph.**

Fenimore Cooper's grave and Christ churchyard; il. from photographs by A. J.



Telfer, J. B. Slote, and W. H. Yates. N. Y., F. H. Hitchcock, '11. (Ag26) c. 74 p. front. il. pl. 8°, \$1.

#### Brearley, Harry Chase.

Animal secrets told; a book of "whys"; with 12 full-page il. from photographs by Elwin R. Sanborn, and 72 il. from drawings by the author. N. Y., Stokes, ['11.] (Ag26) c. 5-12+274 p. D. \$1.50.

Just as rules of etiquette have sensible reasons to back them up, so have the laws of nature which make the slits in cat's eyes, the elephant's large ears, the shape of the horse's mouth, the squirrel's bushy tail, etc. The photogravures are made from pictures by the official photographer of the New York Zoological Society. While this is a book of science only in the broad sense, it will not be found to contain inaccuracies of statement. The aim is to stimulate the original powers of observation and deduction by which the reader, and children especially, may gain knowledge at first hand.

#### Brooks, Amy.

Dorothy Dainty at the mountains; with il. by the author. Bost., Lothrop, L. & S., ['11.] (Ag26) c. 242 p. D. \$1.

In this volume Dorothy and her dearly-loved playmate, Nancy Ferris, are taken to a well-known hotel at a beautiful mountain resort, where are also many of their friends. Some other children of an all too common type at such places are introduced by way of contrast. A strange lady is also there as a close observer, and when the mystery about her is cleared away it brings great joy to Nancy.

Prue's merry times; il. by the author. Bost., Lothrop, L. & S., ['11.] (Ag26) c. 235 p. D. \$1.

This is a jolly "Prue book," and, like the others, a complete story in itself. Prue, the winsome little country-village lass, is the centre of a group of very lively children, and the fun element is constant, both at home and on Prue's memorable first visit to Boston with her dear older sister, Randy. The heroine of Miss Brooks's popular *Randy Books*. An amusing feature of this is the needless fear of some little city friends of their hostess that Prue will be "countrified," and their sudden relief at finding her so delightful.

#### Brooks, Jennie.

Under Oxford trees. Cin., Jennings & G., ['11.] (Ag26) 272 p. front. D. \$1 n.

These essays, descriptive of nature and the habits and home-life of birds, are reprints of articles that have appeared in various magazines—*Harper's Monthly*, *Lippincott's*, *Kansas Magazine*, *Continent*, *Advocate*, etc.

#### Brown, Edna A.

Four Gordons; il. by Norman Irving Black. Bost., Lothrop, L. & S., ['11.] (Ag26) c. 376 p. D. \$1.50.

A book for girls, and boys as well, from thirteen to sixteen. Louise and her three brothers are the "Four Gordons," and the story relates their experiences at home and school during the absence of their parents. The interest centres in certain school episodes bearing upon problems of student government. There is plenty of fun and frolic, with skating, coasting, dancing, and a jolly Christmas visit.

#### Browning, Rob. and Eliz. Barrett.

From day to day with the Brownings; comp. by Wallace and Frances Rice. N. Y., Barse & Hopkins, ['11.] (Ag26) c. 7+127 p. front. por. 12°, 75 c.

#### Burnett, Mrs. Frances Hodgson, [now Mrs. Stephen Townsend.]

The secret garden. N. Y., Stokes, ['11.] (Ag26) c. 375 p. D. il. in col. ed., \$1.35 n.; without il., \$1.35 n.

A pretty story of a walled-in garden in Yorkshire, which is discovered by little Mary Lennox and a robin. She was a lonely, delicate little girl who had been sent from India to be cared for by an uncle

who was twisted in body, and in mind through the tragedy of his young wife's death. Colin, his little son, is a spoiled invalid, but he and Mary Lennox and a Yorkshire lad called Dickon, who can charm all wild things of the moor, and old Ben Weatherstaff, a crabbed gardener, and the robin all share the "secret garden," and plant things and trim vines and watch things grow. The garden belonged to Colin's mother, and had lain neglected until Mary found the buried key. Here they regained health and happiness, and Colin's father returns from his travels to find his son straight and strong, and not deformed as he had feared.

#### Burrowes, Katharine.

Tales of the great composers: Bach, Handel, Haydn. Detroit, Mich., K. Burrowes, ['11.] (Ag26) c. 2+46 p. 8°, 50 c.

#### Carr, J. Foster.

Guide to the United States for the immigrant Italian; a nearly literal translation of the Italian version; pub. under the auspices of the Connecticut Daughters of the American Revolution. Garden City, N. Y., Doubleday, Page, '11. (Ag26) c. 71 p. pls. por. (incl. front.) maps, forms, 12°, 15 c.

#### Cheney, J. Vance.

At the silver gate; with 32 il. from photographs. N. Y., Stokes, ['11.] (Ag26) c. 94 p. pls. D. \$1.35 n.

The "silver gate" is the open way to the sea through the waves that beat the shore off Coronado Beach. Such typical pictures and poems are given as would apply to places in southern California like Point Loma, San Diego, La Jolla, Monterey, Coronado and Point Lobos. Also the Yosemite, California poppies, old missions, etc., are among the contents.

Christmas budget of fairy stories; il. with full-page color plates and numerous pictures in black and white. N. Y., Platt & P., ['11.] (Ag26) 192 p. O. \$1.50.

Includes over thirty good old favorites, such as Cinderella, The robber bridegroom, Ali Baba, and The queen-bee.

#### Clarke, W. Newton.

The ideal of Jesus. N. Y., Scribner, '11. (Ag26) c. 329 p. O. \$1.50 n.

The author endeavors so to expound Jesus and His utterances as to make exhibition of the ideal to which he was devoted.

#### Coffman, Lotus Delta.

The social composition of the teaching population. N. Y., Teachers' Coll. '11. (Ag26) c. 6+87 p. tabs., diagrs., 8°, (Teachers' College, Columbia University, contributions to education.) \$1.

#### Collins, Arth.

The Barry family; reprinted. Phil., Martin & Allardyce, '11. (Ag26) unpag., coat of arms. O. pap., \$2.

This noble family, from their name being inserted in the Roll of Battle-Abbey, among the Assistants of William, Duke of Normandy in his expedition to England, are presumed to derive their original descent from that Duchy, and from the time of the Conquest have been remarkably famous for their conduct and valor. The name is derived from the island of Barry, in the County of Glamorgan, Wales.

#### Creighton, C. F., D.D.

Law and the Cross; the legal aspects of the atonement viewed in the light of the common sense of mankind. Cin., Jennings & G., ['11.] (Ag26) c. 288 p. O. \$1.50 n.

Contents of this book was first delivered as lectures. The burden of the treatise is to prove the necessity for the atonement by tracing its parallel in our legal statutes. A study of Blackstone brought



the author to the conclusion that the same principles which in human government renders pardon impossible (except as a corrective measure) applies with infinite force and absolute certainty to the government of God.

**Crozier, J: Beattie.**

Sociology applied to practical politics.

N. Y., Longmans, '11. (Ag26) 11+320 p. \$3 n.

In the present volume the author has endeavored to show that if sociology is to fully justify itself as a science whose principles cannot be neglected with impunity by practical statesmen, it ought to be able to render some assistance in the solution of the political, social and economic problems. The three divisions of the book are: A challenge to Socialism; Sociology and politics; Sociology and political economy.

**Davis, C: Belmont.**

Tales of the town. N. Y., Duffield, '11. (Ag26) c. 339 p. il. D. \$1.30 n.

Tales of New York City life by the author of "The stage door," "Lodger overhead," etc. *Contents:* The gray mouse; Romance of a rich young girl; Once to every man; Conquerors; Most famous woman in New York; Where ignorance was bliss; Extra girl; Rescue; Marooned; Song and the savage.

**Defoe, Dan.**

The life and adventures of Robinson Crusoe; il. with full-page color plates and numerous pictures in black and white. N. Y., Platt & P., [11.] (Ag26) 328 p. O. \$1.50.

**Dimock, Anthony Weston.**

Dick among the Seminoles; with 16 half-tone il. from photographs by J. A. Dimock. N. Y., Stokes, [11.] (Ag26) c. 324 p. D. (Boy explorers' ser.) \$1.50.

"Dick in the Everglades" was an even less stirring tale than this present volume, which tells of another visit Dick and Ned make to Florida. The boys are sent south by Ned's father on a mysterious mission, to carry a sealed letter to a man accused of smuggling, and thought to be hiding in the Everglades with his beautiful young daughter. Ned and Dick have to race against a crafty government secret service agent who is also after the smuggler. Racing the detective they drive a motor boat through rough waters along the Florida Keys, push up rivers in a canoe and tramp through swamps. Dick saves Ned from drowning and leads in other adventures, and the end of the mysterious chase is a striking surprise.

**Dimock, Rev. Nathaniel.**

Papers on the doctrine of the English church concerning the eucharistic presence. Memorial ed., with an introd. note by the Rt. Rev. H. C. G. Moule. 2 v. N. Y., Longmans, '11. (Ag26) 9+281 p. D. \$1.75 n.

**Dolge, Alfr.**

Pianos and their makers; a comprehensive history of the development of the piano from the monochord to the concert grand player piano; 300 illustrations. Covina, Cal., Covina Pub. Co., '11. (Ag26) c. 478 p. pors. pls. O. \$5.

In describing the origin and development of the pianoforte, notice has been taken only of such efforts and inventions as lent themselves to evolution, or have stood the test of time. No mention, therefore, is made of mere freak instruments, ancient or modern, nor of the many fruitless efforts of inventors whose aim seemed to be to produce "something different." Great pains have been taken to give credit to those who successfully developed ideas which in their original crudeness seemed impracticable. Appendix and index.

**Douglas, Amanda Minnie.**

Helen Grant's harvest year; il. by Bertha Davidson Hoxie. Bost., Lothrop, L. & S.,

[11.] (Ag26) c. 412 p. D. (Helen Grant books.) \$1.25.

This volume sees the realization of Helen's promised trip abroad, taken under very pleasant circumstances. She gets a great deal from her visits in foreign lands because she carries so much to them in the way of intelligent capacity to enjoy what she finds. She returns to her duties as teacher to reap the results of work for others. With her unusual fitness for a "career" she finds it a hard problem to surrender to a possibly humble domestic sphere with the young clergyman to whom she has pledged herself, but in the end his manliness wins and doubts are forever dispelled. This closes this series of books.

**Dudley, Albertus True.**

The Pecks in camp; il. by C: Copeland. Bost., Lothrop, L. & S., [11.] (Ag26) c. 335 p. D. (Phillips Exeter ser.) \$1.25.

The Pecks, as all readers of previous volumes know, are twin brothers so resembling each other that it is almost impossible to tell them apart, a fact which the roguish lads make the most of. Other well-known characters appear, although the story is complete in itself. The scene of this book is laid in a typical summer camp for boys, with great rivalry between two "lodges," or houses in which the boys live. It is thus rather a story of boy life and fun and athletic sports than an attempt to describe camps or tell how to conduct them, and will be all the better liked for that reason.

**Duffey, Arth. F.**

On the cinder path; or, Archie Hartley's first year at Donchester; il. by J: Goss. Bost., Lothrop, L. & S., [11.] (Ag26) c. 366 p. il. D. \$1.25.

Arthur Duffey was the undisputed world's champion sprinter from 1901 to 1905. His tour of the world in 1904, in which he defeated all comers, is still fresh in the public mind. Clearly he is the man to tell boys how to run, and this he does in this book in the best possible fashion. But any one thinking "On the cinder path" to be mainly a story of running, owing its existence to the prominence of Mr. Duffey in that sport, will do both book and author a great injustice. It is an exceptionally well-told description of life at a great American school for boys, and the original of "Donchester" will be easily recognized.

**Dumas, Alexandre.**

The Count of Monte Cristo. N. Y., Platt & P., '11. (Ag26) 752 p. S. 50 c. n.

**Du Plessis, J.**

A history of Christian missions in South Africa; with map. N. Y., Longmans, '11. (Ag26) 20+494 p. O. \$3.50 n.

By the author of "A thousand miles in the heart of Africa," etc. A record of missionary achievements in South Africa from 1560, when Father Gonzalo da Silveira landed at Sofala as emissary of the Society of Jesus, down to the present day. Missionary efforts, including those of the Dominican Fathers, Dutch colonists, English and Scotch missionaries and many others are described in detail down to 1850, after which date the narrative is given in briefer fashion.

**Eddy, Sherwood.**

India awakening. N. Y., Missionary Educ. Movement of the U. S. & Canada, '11. (Ag26) c. 12+273 p. (7 p. bibl.) il. tabs., front. pls. pors. maps, 12°, (Forward mission study courses; ed. under the direction of the Missionary Education Movement.) 50 c.

**Eldred, Warren L.**

The Oak Street Boys' Club; il. by Arth. O. Scott. Bost., Lothrop, L. & S., [11.] (Ag26) c. 9+344 p. D. \$1.50.

The "gang" spirit in boys is becoming better recognized and understood, and boys' clubs are a distinct and growing feature of modern life. This story tells of rival clubs in the same parish, and of



the triumph of common sense and business-like methods over jealousy and intrigue, though in the face of great odds. The power to be exerted by one boy possessing the qualities of a leader and the value of having such a boy on the right side are strikingly shown. The author was for years in charge of boys' work in connection with Puritan Church, Brooklyn.

#### Endicott, C. M.

The Endicott family; reprinted from the *New England Historical and Genealogical Register*. 1847. Phil., Martin & Allardyce, '11. (Ag26) unpag., por. O. pap., \$1 n.

It is the general impression that all having this name in this country are descended from Governor Endecott. This is a mistake. There were families of "Indicotts," distinct from his, residing in Boston and its vicinity sometime previous to 1700. The two names probably had the same origin. There are three other possible sources for the family in this country contemporaries with Governor Endecott's grandchildren, who probably emigrated to this country under his patronage, and who may have been in some way connected with him.

#### Etherton, P. T.

Across the roof of the world; a record of sport and travel through Kashmir, Gilgit, Hunza, the Pamirs, Chinese Turkistan, Mongolia and Siberia; with map and illustrations. N. Y., Stokes, ['11.] (Ag26) 16+437 p. pors. pls. map. O. \$4.80 n.

The following narrative constitutes an account of a trans-Asiatic journey of nearly four thousand miles, which led from India through Kashmir, Gilgit, Hunza and over the Pamirs, thence through Chinese Tartary, Mongolia and Siberia to the trans-Siberian railway, a journey never previously essayed. This makes no other claim but a record of a year's wanderings in the lesser known parts of Central Asia for sport and travel. Author is of the Thirty-ninth Garhwal Rifles (Indian Army). Index.

#### Field, Jessie.

The corn lady; the story of a country teacher's work. Chic., Flanagan, ['11.] (Ag26) c. 107 p. il. por. D. 50 c.

Miss Field, whose work along educational lines has already attracted attention in some of the leading magazines, here tells, in letter form, the daily experiences of a teacher in a country school, showing what can be done in gardening, cookery, manual training and other branches, and especially explaining the processes of corn growing, testing and judging. Miss Field is County Superintendent of Schools, Page County, Iowa.

#### Freeman, C. Edm.

Adjustments through elimination, including a detailed explanation of why trial balance totals vary. Indianapolis, Ind., C. E. Freeman, ['11.] (Ag26) c. no paging, 8°, \$2.

#### Freytag, Gustav.

Die Journalisten; lustspiel in vier akten; ed., with introd., bibliography, notes, questions on the text, theme subjects for free reproduction, and vocabulary, by H. A. Potter. N. Y., C. E. Merrill, ['11.] (Ag26) c. 264 p. front. por. 12°, (Merrill's German texts.) 60 c.

#### Givins, Rob. C.

Jones abroad. Akron, O., Saalfeld, ['11.] (Ag26) c. 520 p. il. D. \$1.25.

Narrative of a 65,000 mile voyage around the world.

#### Good, Rev. Ja. I.

History of the Reformed Church in the U. S., in the nineteenth century. N. Y., Bd. of Publication Reformed Ch. in America, [25 E. 22d St.,] '11. (Ag26) c. 15+662 p. il. pors. 8°, \$1.50.

#### Green, Evelyn Everett.

The house of silence. Bost., Estes, ['11.] (Ag26) 346 p. D. \$1.25 n.

Francis Grey, a rising author, contracts a friendship with his secretary, Silence Desart, who becomes a source of inspiration to him. His first book completed they become engaged, and his second is written under her influence. Through Lady Letty Lancaster he meets an American heiress, Ida Dexter, who now enters London society. Ida resolves to marry Francis, and being a woman of great will-power, becomes his wife a few weeks after their first meeting. Though deserted and alone, Silence has the good fortune to inherit an old house and a small income, and is thus able to live in quiet and develop her imaginative gifts. The story deals with the problem of these three, and how through tragedy a way of escape is found. By Evelyn Everett-Green, author of "The Secret of Wold Hall," "The House of Silence," etc.

#### Grimsgaard, Martin Christinius.

Original handbook for riders; a complete guide to modern horsemanship; tr. by the author; rev. and corrected by the Berlitz School of Languages. Holmdel, N. J., M. C. Grimsgaard, '11. (Ag26) 4+343 p. il. pors. 12°. \$4.

#### H., J. M., comp.

Beads of love and thought; a calendar for 1912. N. Y., Hills & Hafely, [27 E. 22d St.,] ['11.] (Ag26) unpag., front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1.25.

The bond of friendship; a calendar for 1912. N. Y., Hills & Hafely, ['11.] (Ag26) unpag., front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1.25.

The garden lover's calendar. N. Y., Hills & Hafely, ['11.] (Ag26) unpag., front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1; \$1.25.

The music lover's calendar. N. Y., Hills & Hafely, ['11.] (Ag26) unpag., front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1; \$1.25.

Nature lover's calendar for 1912. N. Y., Hills & Hafely, ['11.] (Ag26) unpag., front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1.25.

This series of booklets, besides having unique quotations, have also lists of Movable church feasts; Legal holidays; Jewish holidays; and Rates of postage. See also under Miles, Alfr. H., comp.

#### Hadden, J. Cuthbert.

Great opera series. 12 v. N. Y., Stokes, ['11.] (Ag26) il. in col. T. ea., 50 c.

Contents: Lohengrin, by Wagner; Operas of Verdi; Madame Butterfly, by Puccini; Faust, by Gounod; Carmen, by Bizet; Bohemian girl, by Balfe; Cavalleria Rusticana and Pagliacci, by Mascagni; Tristan and Isolde; Tannhauser; Ring of the Nibelung; Flying Dutchman; Meistersinger, by Wagner.

This series on the operas is written by a man who has made music a specialty, being at one time engaged as organist of St. Michael's Parish Church, Crieff. Since then he has devoted his time to literature, and is the author of "Boy's life of Nelson," "George Thomson, the friend of Burns," "Stirring sea-fights," "Master musicians," "Favorite operas," etc.

#### Hale, E: Everett, D.D.

The man without a country. N. Y., Platt & P., ['11.] (Ag26) c. '10. 109 p. S. 25 c. n.

#### Hall, Alb. Neely.

Handicraft for handy boys; practical plans for work and play, with many ideas



for earning money; with nearly 600 il. and working-drawings by the author and Norman P. Hall. Bost., Lothrop, L. & S., [11.] (Ag26) c. 22+437 p. D. \$2.

A companion volume to "The boy craftsman," and intended for the same class of readers—boys who want the latest ideas for making things, practical plans for earning money, up-to-date suggestions for games and sports, and novelties for home and school entertainments. The author has planned on an economical basis, providing for the use of things at hand, or which can be bought cheaply. Outdoor and indoor pastimes have been given equal attention, and much of the ingenious work such as is here described cannot fail to develop mechanical ability in a boy.

**Hanse, Mrs. Jennie Adrienne, ["Ella M. Blackstone," pseud.] comp.**

New standard domestic science cookbook. Rev. ed.; a new and original system of classification; 1400 recipes for all occasions; 135 special drawings, 17 full-page plates. Chic., Laird & L., [11.] (Ag26) c. 6+491 p. front. il. 8°, \$1.50.

**Hays, Mrs. Marg. Parker Gebbie.**

Kaptain Kiddo and Puppo; pictured by Grace G. Wiederseim. N. Y., Stokes, '11. (Ag26) c. 10. unpagd, il. in col. Q. bds., 60 c.

The adventures of "Kiddo," "Hoppertoad" and "Puppo," with such minor actors as Roosevelt and "Maggie Grabbenheimer," etc., all moving through the pages of a highly colored melodrama in pictures.

**Herbertson, Agnes Grozier.**

Teddy and Trots in Wonderland; with 27 il. by T. Maybank. N. Y., Platt & P., [11.] (Ag26) 254 p. il. D. \$1.25.

This is a geography of the magic realm of Wonderland. Teddy and Trots have a fine time finding their way by magic sign-posts, attending One-Try-More School, and such intellectually enthralling people as Brown Mugs, Clever Gnomes and Green Cheeses are their daily companions. Teddy and Trots being twins and constantly getting mixed up with one another, is another bit of complication in the plot.

**Herford, Oliver.**

The kitten's garden of verses. N. Y., Scribner, '11. (Ag26) c. 59 p. il. in col. D. \$1 n.

The author here parodies Stevenson's "Child's garden of verses" as cleverly and gracefully, perhaps more cleverly and gracefully, than he parodied "Oniar Khayyam" in "The Rubiayat of a Persian kitten." His verses he supplements with a fascinating gallery of kittens—in mischief chiefly, but also in play, in meditation and in trouble—such a range of expression he gives as considerably to heighten the already considerable fame of the "Herford kitten."

**Hichens, Rob. Smythe.**

The garden of Allah; with 8 il. from photographs by Hélène Philippe. Biskra ed. N. Y., Stokes, [11.] (Ag26) c. '04, '07. 490 p. D. \$1.50 n.

In this Biskra edition the illustrations are from photographs of the region. The dramatization of the story, to be produced here this season by a well-known English star, gives new interest to this well-known novel.

**Hogan, Father Stanislaus M.**

Saint Vincent Ferrer; with 4 illustrations. N. Y., Longmans, '11. (Ag26) 8+117 p. il. S. (Friar saints ser. Dominican lives.) 50 c. n.

Based on the "Histoire de Saint Vincent Ferrer," by Père Fages, from which the illustrations are also reproduced. The missionary journeys of the saint who traversed the length and breadth of Europe are given special prominence.

**Holmes, Oliver Wendell.**

From day to day with Holmes; comp. by Wallace and Frances Rice. N. Y., Barse & Hopkins, [11.] (Ag26) c. 7+126 p. front. por. 12°, 75 c.

**Horace, [Quintus Horatius Flaccus.]**

Horace; Odes and epodes; ed., with intro. and notes, by Paul Shorey; rev. by Paul Shorey and Gordon J. Laing. Bost., Sanborn, '10, [11.] (Ag26) c. 37+514 p. 12°, (Students' ser. of Latin classics.) \$1.40.

**Horsey, Sir Algernon F. R. de.**

Draysonia; being an attempt to explain and popularize the system of the second rotation of the earth as discovered by the late Major-General A. W. Drayson; also giving the probable date and duration of the last glacial period, and furnishing General Drayson's data, from which any person of ordinary mathematical ability is enabled to calculate the obliquity of the ecliptic, the precession of the equinoxes, and the right ascension and declination of the fixed stars for any year, past, present or future. N. Y., Longmans, '11. (Ag26) 7+76 p. diagrs., O. \$1.35 n.

The title "Draysonia" is adopted in honor of the late Major-General Alfred Wilks Drayson, whose scientific attainments, the author believes, have been but little known or recognized.

**Hugh, D: Douglas and Anna Heileman.**

A bulletin of books for grade libraries and supplementary reading in schools. [Greeley, Colo., State Normal Sch. of Colo., '11.] (Ag26) 71 p. pls. 12°, (State Normal School of Colorado, bull.)

**Humphreys, Mary Gay, ed.**

The boy's story of Zebulon M. Pike. N. Y., Scribner, '11. (Ag26) c. 18+377 p. pls. por. map, facsim., 8°, \$1.50 n.

This story of the explorations of Pike is based on his diary and reports. Anecdotes, customs and habits of the people and interesting details of the country through which he passed have been added.

**Ingalls, Carrie Crane.**

Text-book on domestic art; with il. and drafts. San Francisco, Foster & Ten Bosch, [11.] (Ag26) c. 8+232 p. front. 12°, \$1.50.

**Jerrold, Wa. Copeland.**

The Danube; with 30 il. by L: Weirter, of which 12 are in color. N. Y., Stokes, [11.] (Ag26) 12+315 p. O. \$3.50 n.

A book for holiday makers or travellers who wish to explore the Upper Danube. It has been supposed that the Danube is not within the range of holiday policy, but it is possible to make practically a week or three weeks' trip. To the visitor who likes to linger in out-of-the-way places parts of the Danube have much to offer, and in its hundreds of miles of beauty there is little fear of places being overrun. On the upper Danube the trip covers the distance from Donaueschingen to Passau; the Austrian Danube is the trip from Passau to Dévény; the Hungarian Danube includes Budapest, Belgrade, Orsova; and the lower Danube from the Iron Gate to the Black Sea. Index.

**Johnson, Virginia Wales.**

Summer days at Vallombrosa. N. Y., A. S. Barnes, '11. (Ag26) c. 220 p. front. pls. 12°, \$1.25.



**Kelly, Myra, [Mrs. Allan McNaughton.]**

Her little young ladyship. N. Y., Scribner, '11. (Ag26) c. 348 p. front. por. D. \$1.25 n.

This deals with characters very different from those that peopled "Little aliens," etc., yet shows the same sympathetic grasp of human nature—the same pervasive humor. It tells of a girl who never left her native Connecticut town until an Irish earl won her and took her to his Irish estate; then it changes from a charming love story to an exciting romance wherein the earl's brother exerts every power to harm the earl, his wife and her little son—heir of the earldom. His intriguing results in thrilling situations, tremendously dramatic, and encounters that lead to a startling but happy climax.

**Kirkman, Marshall Monroe.**

Science of railroads. Rev. and enl. ed. [v. 12]; examinations for firemen (New York Central lines); supplement to the volume Engineers' and firemen's handbook of the science of railways. Chic., C. Phillips Co., '11. (Ag26) c. 5+75 p. 12°, per set, \$36.

**Kramer, Harold Morton.**

The rugged way; il. by F. Vaux Wilson. Bost., Lothrop, L. & S., ['11.] (Ag26) c. 428 p. D. \$1.35 n.

The scene opens in an eastern city, where the hero is overwhelmed by calamity upon the very evening of his betrothal, and, unwilling to admit that it is not all the result of his own transgression, he takes the consequences like a man. Later, he finds that to re-establish himself is indeed treading a "rugged way." He flees to free life in the great Northwest, which the author knows so well. Then comes redemption through love that declares itself in the very shadow of death, heroic sacrifice and a climax of unexpected joy. The author presents situations that bring out the deepest human emotions and characters of daring strength.

**Lamkin, Nina B.**

Suggestive physical work for every day and holidays, for use in all the grades. [Macomb, Ill., Journal Pr., '11.] (Ag26) c. 56 p. pls. 8°, 35 c.

**Lathbury, Mary Artemisia.**

Child's story of the Bible; with introd. by Bp. J. H. Vincent; il. with color plates. N. Y., Platt & P., ['11.] (Ag26) c. '98. 254 p. O. \$1.50.

Published in 1898 by DeWolfe, Fiske & Co. The author has endeavored to simplify the Scriptural stories without changing quoted speech or adding vivid descriptive matter.

**Laughlin, Clara Eliz.**

Children of to-morrow; il. by Lucius W. Hitchcock. N. Y., Scribner, '11. (Ag26) c. 8+445 p. D. \$1.30 n.

This is intensely a story of the present day, especially of New York. It is not a story of society or of the slums, though it has glimpses of East Side life. The characters are ambitious young men and women, interested in literature and art, but, more than all, drawn together by moral enthusiasm for bettering social conditions. In their ideals they are real "Children of to-morrow." The plot is unusual and absorbing.

**Leonard, Adna Wright, D.D.**

The shepherd king. Cin., Jennings & G., ['11.] (Ag26) c. 153 p. D. \$1 n.

Such phases of David's life are given, and such lessons drawn as the contents most clearly shows: The man David, an appeal for manhood; Realization of a mission, or, is life worth living?; David and his friend Jonathan, or, the worth of fidelity; David's great sin, or, the treachery of conscience; Prodigal's highway back to pardon; Heart-broken parent; Soul's deepest cry. By the author of "Roman Catholic Church at the fountainhead."

**Le Queux, W:**

The money-spider. Bost., Badger, ['11.] (Ag26) c. 360 p. front. in col. D. \$1.25 n.

Thyra, a Danish girl, who lives with her father in a far-off northern port where he is harbor master, leads a very troubled existence, mostly because of her beauty. She weds a Russian, Paul Grinevitch, who is murdered the same day they are married. Thyra's father is in the net of the "money spider," Peter Sundt, who loves Thyra, and who uses his money as a web in which to entangle all who stand in the way of his obtaining his object. It is he who murders Paul, but Dick Jervoise, an Englishman, is suspected until the last chapter of the book, when Thyra, freed from Peter Sundt, gives her heart to Dick.

**Lincoln, Abraham.**

Selections from Abraham Lincoln; ed. by And. S. Draper. N. Y., Am. Book Co., ['11.] (Ag26) c. 162 p. front. por. S. (Gateway ser. of English texts.) 35 c.

This book is edited by the Commissioner of Education for the state of New York with two aims: first, to give the text required for entrance to college in an interesting, clear form for those beginning the study of literature; second, to supply knowledge which the student needs to pass the entrance examination. Notes.

**Longfellow, H: Wadsworth.**

Through the year with Longfellow. N. Y., Platt & P., ['11.] (Ag26) 128 p. front. in col. S. bds., 50 c. n.; leath., \$1.25 n., boxed.

A quotation from Longfellow for every day in the year.

**McEvoy, T: Jefferson.**

Methods in education. Brooklyn, N. Y., T: J. McEvoy, [172 Clinton St.,] '11. (Ag26) c. 20+433 p. 12°, \$1.50.

**MacLane, Mary.**

The story of Mary MacLane. New ed.; with a chapter on the present (1911). N. Y., Duffield, '11. (Ag26) c. 354 p. front. por. D. \$1.10 n.

For notice of former edition, see American Catalog, 1900-1905, v. 2, '02. Formerly published by Herbert S. Stone & Co.

**Macleod, Mary, ed.**

Finikin and his golden pippins, and other stories from "The Charm"; il. by Olive Allen. N. Y., Platt & P., '11. (Ag26) 7+132 p. S. 50 c.

The following stories are reprinted from a children's annual published many years ago called "The charm." Copies are now extremely rare, but the joy for children held within its covers makes the present book an acceptable addition to juvenile literature.

**Miles, Alfr. H., comp.**

The book lover's calendar, 1912. N. Y., Hills & Hafely, ['11.] (Ag26) unpagged, front. in col. T. (Literary booklet calendars.) pap., 50 c.; leath., \$1; \$1.25.

For notice, see under H., J. M., above.

**Mills, J. Travis.**

The great days of Northumbria; three lectures. N. Y., Longmans, ['11.] (Ag26) 6+214 p. (2 p. bibl.) fold. map, D. \$1.50 n.

Author is University Extension Lecturer in History in Cambridge and London University, Eng. The aim of these lectures is to discuss simply but accurately the seventh and eighth centuries in England, a period of history picturesque and romantic, illustrated by many noble personalities, such as the Kings Edwin, Oswald and Oswy, the churchmen Wilfrid and Cuthbert, and the scholars Bede and Alcuin.



**Mitchell, Frances Marian.**

Joan of Rainbow Springs; il. by F. Vaux Wilson. Bost., Lothrop, L. & S., [11.] (Ag26) c. 480 p. D. \$1.35 n.

As a child of eleven, Joan Worthington creeps through the open door of Rodney White's home, attracted by his wonderful violin playing. In spite of opposition he adopts the waif, who has run away from her home. The scene quickly shifts from Vermont to "Rainbow Springs," a resort in a beautiful oasis of the Colorado Desert in California, where stirring and tragic scenes crowd each other, amid all of which the remarkable Joan rises superior to every situation.

**Montezuma, Carlos.**

Memorial and papers from the Mohave-Apache Indians of McDowell Reservation, Arizona, in relation to their removal from McDowell Reservation to the Salt River Reservation, Arizona; Committee on Indian Affairs, House of Representatives. [Wash., D. C., Gov. Pr. Off.,] '11. (Ag26) 23 p. 8°.

**Moreton, D. Penn.**

Practical applied electricity. Chic., Reilly & B., [11.] (Ag26) 450 p. il. tabs., diagrs., 12°, reg. ed., \$2 n.; workers' ed., \$2.50 n.

**Moseley, Ella Lowery.**

The wonder lady; il. by J. Goss. Bost., Lothrop, L. & S., [11.] (Ag26) c. 256 p. D. \$1 n.

The "Wonder Lady" is the affectionate name given by poor children to a most attractive, but very mysterious young lady who does a vast amount of good. A skilful and devoted young physician is continually finding tantalizing traces of her until he is almost ready to give up his nicely pre-arranged marriage. But with this he must give up the fortune he so earnestly desires for founding a hospital for children, all for the love of the unknown fascinating friend of the poor little ones to whom he ministers. This is the dilemma for which an unexpected and satisfying conclusion is found.

**Mother Goose melodies complete;** il. with full-page color plates and numerous pictures in black and white. N. Y., Platt & P., [11.] (Ag26) unpagd., O. \$1.50.

**Mother Goose nursery tales;** il. with full-page color plates and numerous pictures in black and white. N. Y., Platt & P., [11.] (Ag26) unpagd., O. \$1.50.

A collection of nineteen standard fairy tales.

**Mullins, Isla May.**

The boy from Hollow Hut; a story of the Kentucky mountains. N. Y. and Chic., Revell, [11.] (Ag19) c. 213 p. il. D. \$1 n.

We first meet Steve as a typically shy and ignorant mountain boy to whom a book is an unknown article and education a mysterious something unheard of before his chance meeting with Mr. Polk, through whose generosity he is given a new chance in life. Steve's life in the mountain school, where he helps the other boys to better actions and ideas, is only the first step of many taken by him to better the lives of the ignorant poor about him. After a college course Steve returns to the mountains to take up his duties as head of the school where he was once a pupil. In the woods here Steve locates some valuable coal land, and when we last read of him education and strength of purpose have made the crude mountain boy into the far-seeing and finished Stephen Langly.

**Murray, Dan. Alex.**

Elements of plane trigonometry. N. Y., Longmans, '11. (Ag26) c. 9+136 p. diagrs., O. 75 c. n.

Author is professor of applied mathematics in McGill University. This text-book is shorter than his former text-book, entitled "Plane trigonometry," by omission of certain notes and treatment and by more condensed treatment of topics.

**Murray, W. D.**

Our primary department, for teachers and parents. Phil., Sunday Sch. Times Co., [11.] (Ag26) c. 3+140 p. front. il. 12°, (Times handbooks for Sunday-school workers.) 50 c.

**National Institute of Practical Mechanics.**

Modern American engineering; a complete series of practical text books prepared especially for the use of steam engineers, electricians, erecting engineers and power users generally; prepared by a corps of experts, electrical engineers and designers connected with the National Institute of Practical Mechanics. 5 v. Chic., Nat. Inst. of Practical Mechanics, [11.] (Ag26) c. il. pls. (partly fold.) tabs., diagrs., 8°, \$30.

Contents: v. 1, Steam boilers, steam engines, their construction, care and operation; v. 2, Marine engines, turbines, gas engines, air compressors, elevators, refrigeration; v. 3, Electricity for engineers, generators, switchboards, armature winding; v. 4, Millwrighting, shafting, mechanical drawing, machine designing; v. 5, Ventilating, plumbing, steam and hot water heating, gas-fitting.

**Neal, E. Virgil, and Cragin, C. T.**

Modern illustrative bookkeeping, advanced course; rev. and enl. by J. E. King; script il. by E. C. Mills. N. Y., Am. Book Co., [11.] (Ag26) 150-324 p. il. O. (Williams and Rogers ser.) 85 c.

This advanced bookkeeping is designed to show the application of the principles of bookkeeping to the records of special lines of business, as retailing, commission, wholesaling and manufacturing. In connection with each, approved forms of records are shown, and modern methods of business procedure are explained and illustrated.

**Neefus, P. I.**

Pen parabes. N. Y., Am. Tract Soc., [11.] (Ag26) c. 262 p. front. por. 8°, \$1.50.

**Nixon-Roulet, Mary F.**

Indian folk tales. N. Y., Am. Book Co., [11.] (Ag26) c. 192 p. il. D. (Eclectic readings.) 40 c.

By the author of "With a pessimist in Spain," "Our little Spanish cousin," "Japanese folk stories," etc. The present reader treats of legends like the Slayer of the spotted calf; Winner of Talking Bird; How fire came to earth; Beginning of things; Magic porcupine quills; Story of the two weasels, etc.

**Odell, Fk. Iglehart.**

Larry Burke, sophomore; il. by H. C. Edwards. Bost., Lothrop, L. & S., [11.] (Ag26) c. 379 p. front. pls. D. \$1.25.

"Larry Burke, freshman," promised such an entertaining continuance of the college course of that sensible, athletic and generally attractive lad, with his enjoyable circle of friends, that only good things are to be expected from the new volume, which is occupied with the activities of Larry's sophomore year. The leading characters in this book develop along right lines and are worth knowing. Every phase of the social and athletic side of a typical American college is entertainingly brought in, with the educational side not neglected.

**Outcault, R. Felton.**

Outcault Buster Brown's fun and nonsense. N. Y., Stokes, '11. (Ag26) c. '11. unpagd. il. in col. Q. bds., 60 c.

Another book where page after page of illustrations reveals more and more of Buster Brown and Tige and their funny tricks.

**Paine, Ralph Delahaye.**

Sandy Sawyer, sophomore; il. by C. Everett Johnson. N. Y., Scribner, '11. (Ag26) c. 285 p. O. \$1.50.

Sandy Sawyer, a husky crew man, gets into finan-



cial difficulties, and has to work during the summer vacation to earn money to pay for his college course. His adventures and his return to college, and what happened there, make up a jolly, rollicking story.

The stroke oar; il. by Wa. J. Enright. N. Y., Scribner, '11. (Ag26) c. '08. 7+245 p. O. \$1.50.  
Originally published by the Outing Publishing Co. For notice, see American Catalog, 1908.

The wrecking master; il. by G. Varian. N. Y., Scribner, '11. (Ag26) c. 185 p. D. \$1.25.

The two sons of rival wreckers, who are in a race to rescue a big steamer which has gone ashore in a peculiar manner on a Florida reef, have adventures as novel as they are exciting. There is a sharp contest of skill, courage and stratagems, and thrilling fights with men and with storms.

**Pike, Oliver G.**

Through birdland byways with pen and camera; with 58 photographs taken direct from wild nature by the author. N. Y., Stokes, ['11.] (Ag26) 10+11-212 p. O. \$2 n.

This book is written by a member of the Institute of Lecturers, the author of "Birdland," "Nature books," "Wild nature wood and won," etc. "Birdland byways" is an excellent title for the present volume, because the pictures and text do not deal with birds ordinarily seen, but with such as the buzzard, fulmar petrel, raven, phalarope, great-crested grebe, skua, gannet, song thrush, red bunting, kestrels, puffins, kittiwakes, and other birds of Great Britain, the Continent, America and the Colonies. Index.

**Poe, Edg. Allan.**

Works. v. 1, 2, 3, Tales. N. Y., Crowell, ['11.] (Ag26) 392 p. por. D. \$1.25.

Porter, Gene Stratton-, [Mrs. C. Darwin Porter.]

The harvester; il. by W. L. Jacobs. Garden City, L. I., Doubleday, Page, '11. (Ag26) c. 564 p. il. in col. D. \$1.35, fixed.

To be a dreamer of dreams which come true and to eventually find and win the wonderful lady of his imagination is the Harvester's great good fortune. He realizes from the moment he finds the "girl" on her knees in the wood looking for the valuable ginseng, the finding of which she hopes will make it possible for her to pay a debt of honor, that here at last is his ideal and chance of happiness. The Harvester's great love and tender care of the girl and his stories of the woods and wood-folk leave one with a vivid picture of a real man and a new idea of things "woodsy."

**Praeger, S. Rosamond.**

How they came back from school. N. Y., Stokes, ['11.] (Ag26) unpagcd, il. in col. O. bds., \$1.

"They" came back from school triumphantly and joyously, as the pictures show and the text proclaims. They found a penny, found little Charlie Whyte and all three went to the candy shop to spend the cent. They met Mrs. "Proudie," who prophesied measles because they were giving a baby some barley candy. They watched a man digging a ditch, they played Mr. and Mrs. Monkey in the tree-tops. When, after other adventures, they reached home, Sarah, the maid, was ringing the bell for dinner for the third time.

**Price, I:**

The comprehensive question and answer book for review and study in school and home; a practical guide to success in civil service and teachers' examinations. Chic., Flanagan, ['11.] (Ag26) c. 513 p. O. \$1.25.

Author is instructor in New York City day and evening schools, editor of *School Work*, New York, and author of "The pedagogic question book" and "Question and answer book in American and English literature." Furnishes a wide range of questions suitable for drill, test and review, covering

Anatomy, Physiology, Hygiene, Civics, Grammar, American history, Rhetoric, Spelling, Literature, Mathematics and other subjects.

**Publishers' Weekly (The).** American educational list, 1911. [N. Y., Publishers' Weekly, '11.] (Ag26) 172 p. O. leatherette, 50 c.

Besides the usual revision, and addition of material newly published during the year past, this year's Educational List sees a considerable enlargement of scope in the selection of foreign texts, English classics edited for school use, etc. There are only slight changes in the subject classification.

**Ranlett, Susan Alice.**

Some memory days of the church in America. Milwaukee, Wis., Young Churchman, ['11.] (Ag26) c. 116 p. il. pls. S. 75 c. n.

Contents: Earliest of all; History of the foundation; In Virginia; In Maine and New Hampshire; In Massachusetts; Other beginnings; In the South; Group of early missionaries; Church and nation; First bishops; Advance; Missionary church.

**Rhoades, Nina.**

Victorine's book; il. by Eliz. Withington. Bost., Lothrop, L. & S., ['11.] (Ag26) c. 339 p. D. \$1.25.

Fourteen-year-old Victorine is an American girl who has lived for ten years with an aunt in France. She has read "The story of Colette," and is inspired to begin a book telling her own daily experiences, although convinced that nothing interesting will ever happen to her. In this she is greatly mistaken, for things begin to happen at once. For family reasons she is suddenly brought back to America and gives an amusing account of the voyage. Later, come interesting experiences in the country for the girl who is naturally more French than American in speech and ways, and an exciting adventure as a climax, which leads to surprises and a very happy conclusion.

**Roberts, R. Ellis.**

A Roman pilgrimage; with 16 il. in colour by W. Pascoe and 8 other illustrations. N. Y., Stokes, ['11.] (Ag26) 10+274 p. O. \$2.50 n.

Describes a trip to Rome planned by "Dominic," to whom the book is dedicated, who chose "the road which would lead" there, and to whom the author acted as comrade and friend. Traditions of ancient Rome, its art, its evolution and its present religion, including Modernism, and economic conditions are all considered in a chatty, pleasant way far from pedantic, and making a book of easy description for the layman who has to stay home but who would like to know where others go just the same. Index.

**Robinson, Alvord D.**

The arithmetic help for pupil teachers, business men. New ed. Akron, O., New Werner Co., ['11.] (Ag26) c. '02. 112 p. il. O. \$1.

This book is primarily for teachers and parents. There is much explanatory matter of the best methods of to-day. Supplementary work is full, with business forms and transactions as well as the elementary work. Manual of problems and examination questions.

**Robinson, C:**

Comparative and rational Christian science. Chic., Rational Health Methods Soc., '11. (Ag26) c. 271 p. front. por. pl. 12°, \$1.50.

**Rothery, Guy Cadogan.**

Ceilings and their decoration; art and archaeology. N. Y., Stokes, ['11.] (Ag26) 14+281 p. (3 p. bibl.) il. pls. D. (House decoration ser.) \$1.50 n.

With a desire to awaken a reasonable interest in, and reverence for, antiquity, as an advantage to present artistic efforts in the art side of buildings, this series is to be published. The present volume



on ceilings is important, because it is a part of a room we cannot ignore from the aesthetic point of view. Unadorned or badly treated a ceiling becomes obtrusive, something our ancestors understood well. This book is among the first efforts to collect and collate the information found scattered in many works, or to record results of the study of actual examples. By the author of "Symbols, emblems and devices." Notes on lighting and index.

#### Runciman, Sir Wa.

The tragedy of St. Helena. N. Y., Stokes, [11.] (Ag26) c. 7-310 p. por. O. \$3.50 n.

The author of this volume, as well as of others of a seafaring nature, is a ship owner and head of "Moor" Line of cargo steamships. In his early sea life his views on the subject of this book were anti-Napoleonic. Now and then among the sailors he came in contact with he would come across exceptional men who believed in Napoleon's demonical possession, but these cases were rare—loyalty and homage being usually vouchsafed. Some of their most engaging chancies were composed about him, and one with a line "Boney was ill-treated" may be said to be the basis of the present volume. Wishing to verify this belief of the sailors' as to Napoleon's treatment on St. Helena the author made an exhaustive study of the books on his "life," and his conclusions are set down in these pages. Index.

#### Sanford, Fernando.

A physical theory of electrification. Stanford University, Cal., Leland Stanford Jr. Univ., [11.] (Ag26) 69 p. pls. O. (Leland Stanford Jr. Univ. pubs.) 50 c.

#### Scala, Guglielmo.

Monna Lisa, or the quest of the woman soul. N. Y., Crowell, [11.] (Ag26) c. 10+206 p. front. in col. por. D. \$1 n.

The startling theft of Da Vinci's masterpiece gives unique interest to this book, which purports to be a translation of "a dilapidated manuscript discovered in a heap of rubbish in one of the old palaces of Florence which was undergoing alterations." On examination, the pile of papers proved to be a long-lost journal kept by Leonardo da Vinci, the great mathematician, engineer, astronomer and artist, best known to fame as painter of the world-renowned portrait just stolen from the Louvre, entitled "Monna Lisa." The journal unfolds an absorbing tale of love. Da Vinci's philosophically indifferent attitude toward women in the first place, his gradual yielding of mind, soul, and body to Monna Lisa's charms, leading up to that wonderful climax at the country villa, when the two reveal the full strength of their love for one another, render this a book whose every page holds the attention of the reader.

Scelta delle migliori opere della letteratura Italiana moderna. [N. Y., Stechert, '11.] 283 p. O. (Libreria internazionale, di Ulrico Hoepli.) 25 c.

#### Schultz, Carl Emil, ["Bunny," pseud.]

Bunny's blue book; Foxy Grandpa's latest tricks. N. Y., Stokes, '11. (Ag26) c. '11. unpag. il. in col. Q. bds., 60 c.

Foxy Grandpa continues to think up many original and remarkable tricks with which he keeps his grandchildren entertained, and in the wholesome mental attitude of having grandpa go "one better."

#### Sewell, Anna.

Black Beauty; the autobiography of a horse; with col. il. by J. M. Burke. N. Y., Platt & P., [11.] (Ag26) c. 7+357 p. O. \$1.25 n.

#### Shaylor, Sidney J., comp.

Joys of the garden; with 10 illustrations. N. Y., Stokes, [11.] (Ag26) 151 p. pls. D. \$1.25.

Beside unique reproductions of photographs of gardens, this anthology includes selections not seen by the average reader on Praise of gardens, Flowers, Wild gardens, the Seasons, Formation of gardens, People in a garden, the Orchard, Sundial mottoes, etc.

#### Smith, Fs. Hopkinson.

Kennedy Square; il. by A. I. Keller. N. Y., Scribner, '11. (Ag26) c. 504 p. D. \$1.50.

This new novel by the author of "Peter," etc., is primarily a Southern romance of great power and charm played out against the picturesque old square now famous through "The fortunes of Oliver Horn." The chivalrous spirit of the old South permeates it; the description of dramatic incidents typical of the day—the duel forced on young Harry Rutter, courtly St. George's dinner to Poe, the great ball at the Rutter mansion, the encounters at the old-time gentlemen's club—all are rendered vivid in motion and color. The story turns on a clash between old cavalier ideas of honor that recognize duelling and wink at the lesser vices, and the developing ideals of higher duty and responsibility, which a few—the lovely Kate among them—are just beginning to hold. Harry is the very expression of cavalier spirit—this leads to his estrangement from Kate. It is the development of his character in his brave and apparently hopeless struggle to win her back, and of hers in resisting her great love to stand by her principles, that make this story mainly interesting.

#### Smith, Laura Rountree.

Games and plays for children. Chic., Flanagan, [11.] (Ag26) c. 2+87 p. il. D. 40 c.

Especially good for school use. The games are described in full, and the accompanying words and music are given.

#### Smythe, Barbara, tr.

Trobador poets; selections from the poems of eight trobadors; tr. from the Provençal, with introd. and notes. N. Y., Duffield, '11. (Ag26) 23+198 p. front. S. (New medieval lib.) leath., \$2 n., boxed.

In these translations of the poems of the mediæval lyric poets of southern France the endeavor has been to give some idea of what the poems were like, both as to their exterior form and as to their spirit. These quaint poems of love and chivalry find an exquisite setting in a volume admirably executed in printing, decoration and binding, uniform with the ten previous volumes of the series.

#### Soyer, Nicolas.

Soyer's paper-bag cookery. N. Y., Sturges & W., '11. (Ag26) c. 130 p. S. 60 c. n.

M. Soyer, late chef of Brooks's Club, London, has discovered a truly revolutionary method of cooking in specially prepared paper bags. Roasts, poultry, stews, fish, pastry, etc., may be cooked in this manner with excellent results. M. Soyer claims as the advantages of the method that it is economical—no waste in cooking; labor saving—no cleaning of pots or pans; and hygienic—no germ haunted cooking utensils—that there is no smell of cooking, and that it makes every dish more savory and nutritious. The book gives valuable recipes, and a time table showing the length of time required for cooking various articles. The bags may be obtained from the Union Bag and Paper Company, 17 Battery Place, New York.

#### Spyri, Johanna.

Heidi, her years of wandering and learning; a story for children and those who love children; tr. from the German by Louise Brooks. N. Y., Platt & P., [11.] (Ag26) c. 269 p. il. front. in col. D. \$1 n.

#### Stacpoole, H: De Vere.

The ship of coral. N. Y., Duffield, '11. (Ag26) c. 311 p. D. \$1.20 n.

A shipwrecked sailor quarrels with his only companion—his successful rival—and kills him, unintentionally. He makes his escape from the island, taking with him a treasure his companion found, and is picked up by a boat bound for Martinique. Here he falls in love with Marie of Morne Rouge, but is forced to leave her to go back to the island for more gold, with an expedition planned by a man who has learned his secret. The boat deserts him on the island, he is rescued by a ship bound



for St. Pierre, and arrives there to find the place in ruins after the Pelée disaster. A tragedy threatens, but the last chapter brings an unexpected ending.

**Starks, Edn. Chapin.**

Osteology of certain Scombroid fishes. Stanford University, Cal., Leland Stanford Jr. Univ., [11.] (Ag26) 49 p. pls. O. (Leland Stanford Jr. Univ. pubs.) 50 c.

**Starr, G. H., comp.**

The Christmas spirit; a book of merriment, comfort and cheer. N. Y., Platt & P., [11.] (Ag26) c. 138 p. 75 c. n., boxed.

The selections for this volume were made with the idea of presenting something of the joyous side of Christmas, to help the Christmas spirit live throughout the year.

**Stevens, C. McClellan, ed.**

Standard home and school dictionary; containing literary, scientific, encyclopedic and pronouncing features, based on the latest and best authorities. New ed., rev. and enl. by Prof. C. M. Stevens, Ph.D., including the official census of 1910; over 1200 il. and numerous full-page plates. Phil., Nat. Pub., [11.] (Ag26) c. 640 p. pors. pls. maps, tabs., 8°, \$1.75.

**Student Volunteer Movement for Foreign Missions.**

World atlas of Christian missions; containing a directory of missionary societies, a classified summary of statistics, an index of mission stations, and maps showing the location of mission stations throughout the world; ed. by Ja. S. Dennis, D.D., Harlan P. Beach, C. H. Fahs; maps by J. G. Bartholomew. N. Y., Student Volunteer Movement for Foreign Missions, '11. (Ag26) c. 172 p. front. maps, 8°, \$4.

**Sumner, Fs. Bertody.**

The adjustment of flatfishes to various backgrounds; a study of adaptive color change [repr. from the *Journal of Experimental Zoology*, May, 1911.] [Balt., Williams & Wilkins.] '11. (Ag26) 409 p. pls., partly col., 4°, (U. S. Fisheries Laboratory, Woods Hole, Mass.) \$2.

**Tennyson, Alfr.**

A portentous history; a novel. N. Y., Duffield, '11. (Ag26) c. 349 p. D. \$1.30 n.

The story of the life of James MacDonald, born with a tender heart and sensitive feelings in a "portentous" body. His birth was unwelcome; he was misunderstood by every one and unknown to his parents. And everything he did was the wrong thing. When he was seventeen he was over seven feet tall, and when he was eight feet tall Mandeville, owner of a circus, saw him, watched him through pneumonia and offered him a place in his freak department. This Jim refused, telling for the first time of his loneliness and likening himself as "a thing apart like a great rock on a muir, wi' naething save the cryin' o' the whaups and the winds for his companions." Mandeville, admitting his loneliness everywhere, says he might as well at least be rich, and the end of his history is an advertisement: "James MacDonald, the Scotch giant, comes to London for the Christmas holidays. Boys and girls come in your thousands!" The author is grandson of the poet.

**Thompson, Phoebe.**

Thompson's drills and marches; eleven exercises and one play for school and public entertainments. Chic., Flanagan, [11.] (Ag26) c. 87 p. il. diagrs., 12°, 30 c.

**Tomlinson, Everett Titsworth.**

Four boys in the Yosemite; il. by G. A. Newman. Bost., Lothrop, L. & S., [11.]

(Ag26) c. 3+405 p. front. pls. D. (Our own land ser.) \$1.50.

This is a story of the experiences of four boys who are spending their vacation in the place called by some travellers the most impressive and wonderful in the world. In the story are adventures, mountain climbing, explorations, coaching, and exciting experiences among the tremendous crags and cliffs. The historical element is not lacking. How the valley was discovered and by whom, how it was taken from the Yosemite Indians, the coming of the forty-niners, and much about gold mining, are all incorporated in the tale.

**Tracy, L.**

The silent barrier; il. by J. V. McFall; page decorations by A. W. Parsons from photographs by the Engadine Press. N. Y., Clode, [11.] c. '08. 350 p. D. \$1.25 n.

A successful young American, Charles K. Spencer, in order to gratify a girl's longing for a holiday abroad, arranges with the editor of *The Firefly* to have her engaged as Swiss correspondent. Finding that she is followed by an unwelcome acquaintance, Mark Bower, Spencer feels a certain responsibility on her account, and leaves for Switzerland himself. Soon he is placed in a difficult position, made so largely through Bower's misrepresentations. A number of adventures and a successful search bring things to a satisfactory climax.

**Twitchell, Ralph Emerson.**

Leading facts of New Mexican history. In 2 v. v. i. Cedar Rapids, Ia., Torch Press, [11.] (Ag26) 600 p. 8°, per set, \$12. (Sold in sets only.)

**Upton, Uno.**

The strugglers; a story. Chic., Dearborn Pub., [11.] (Ag26) c. 257 p. D. \$1 n.

This is a story of a girl from Goose Lake, Indiana, who comes to Chicago as a stenographer. Her beauty forces her into many unfortunate positions. She brings her family from Goose Lake to a Chicago apartment, but even their presence does not save her from financial worry and many unpleasant situations. In the end she marries a poor man whom she loves, and they all return to Goose Lake to live on a farm in contentment.

**White, F.**

Good and bad cats; pictures and verses by F. White. N. Y., Stokes, [11.] (Ag26) c. unpagd, il. Q. \$1.

This is a book proving the old saying that "comparisons are odious." On each page a good cat and a bad cat are set in marked antithesis, both as to illustration and verse. For instance: "A nicely mannered cat at table, Behaves as well as she is able;" but "When she gobbles bread and meat, and uses hands for fork—or feet"—and so on to the dreadful climax! It is a book qualified to scare bad cats into good ones.

**White, M., ed.**

White's modern dictionary of the English language; giving the orthography, pronunciation and meanings of more than 37,000 words; to which has been added a supplement of nearly 4,000 new words and scientific terms and a comprehensive list of words and terms used in aviation, with definitions, most of which are found in no other dictionary. N. Y., Hurst, [11.] (Ag26) c. 448 p. 12°, 25 c.

**White, W: Alfr.**

Harmonic part-writing. Bost., Silver, Burdett, [11.] (Ag26) c. 15+174 p. 8°, \$1.50.

**White & Kemble, New York.**

White & Kemble's atlas and digest of railroad mortgages. [N. Y., White & Kemble, '11.] (Ag26) c. 17 p. map, f°, \$10.



# The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

August 26, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

*"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."*—LORD BACON.

## BOOK TRADE ADVERTISING.

THE article on the problems of trade paper advertising, reprinted elsewhere in this issue, is interesting chiefly as showing how specialized the problems of book trade advertising are, how different the questions are that come to the book publisher for answer from those which confront every other advertising manufacturer.

The problem of choosing a medium, for example, on which Mr. Davis rightly lays stress, is practically solved for the book publisher in advance. "If each field," he says, "contained one good periodical which covered that field completely"—the PUBLISHERS' WEEKLY believes that ideal is more completely attained to in book publishing than in any other important trade. It doubts, however, whether book advertisers yet realize how much this means in the simplification of their problem of reaching the retail distributor.

As the first problem cited by Mr. Davis is solved in advance for the book advertiser so also is the second, diversity of page size, since practically all periodicals carrying book advertising have the standard magazine page—the PUBLISHERS' WEEKLY itself varying so slightly as to carry, without difficulty, standard size cuts and electros.

The problem of special issues is a live one, in the book trade field as in others; but here, again, conditions are so different that, however much the question, as a book trade question, may be discussed on its own merits, but little comparison is possible with conditions and solutions in other fields.

There are many advertisers who advertise only in special issues of a periodical: there

are many advertisers—though a smaller number—who fight shy of special issues, and this is true of the book trade also. Both defend their policies. Does special issue book trade advertising pay?

The answer is suggested by a phrase in the article in question: "The special issue," it says, "is a boomerang to the [trade paper] publisher, *when exploited to secure special revenue from advertisers.*" In other words, the special issue which answers no real trade demand and serves no real trade purpose, which is simply and solely an excuse to coax or coerce additional advertising from the manufacturer suffers its own recompense. Of no real value to the subscriber it offers none to the advertiser—and it is not very long before the latter realizes the fact!

On the other hand, for example, the few special issues of the PUBLISHERS' WEEKLY during the year were originally planned and have been since carried on to serve the trade. THE PUBLISHERS' WEEKLY sincerely believes that its Educational List, its Fall and Spring Announcement Numbers, its Christmas Bookshelf, etc., are valuable bibliographic tools—and it believes advertising carried in them an almost equally valuable bibliographic supplement. As late as last week one New Yorker said: "That fall announcement number is the most *useful* thing you people get out; we *wear it out* here every year."

It certainly cannot be said that the PUBLISHERS' WEEKLY's special issues are merely excuses to solicit advertising. Bibliographic work is extremely expensive: at least two of the PUBLISHERS' WEEKLY's special issues, despite their advertising patronage, have always shown a heavy loss. If their sole *raison d'être* was the excuse they afforded for soliciting advertising it is evident they would have been discontinued long ago. But believing, as the PUBLISHERS' WEEKLY does, that such an issue as the Fall Announcement number is a genuine special help to the bookseller, it believes, correlatively, that advertising in that issue is genuinely of special value.

There is another side. The general trade paper dictum is that it is idle for any advertiser to imagine that by appearing in any issue, special or regular, of any weekly periodical, but two, or possibly three, times a year, he is reaping full publicity value from his advertising space. There are trade journals which feel so strongly the inadequacy of such spasmodic advertising that they refuse to carry it! They assert that it is con-



stant iteration, skilfully diversified, that creates the enduring and desirable impression, not the transient flare up in some one issue. "When the small or one-time advertiser fails to see definite results in his business he becomes more than ever a small or infrequent advertiser." As if, by decreasing the remedy, he could cure the disease!

Emphatically true with trade papers in general the above dictum is measurably true in the book trade. Yet, conditions being so different, not entirely. The publisher who is able to advertise week by week through the year gains a cumulative effect from his advertising that is, of itself, of immense value. Yet what of the man who publishes but one or two books a year. Books are a perishable commodity; a large proportion of them inevitably die very soon after birth, willy-nilly, advertising or no advertising. The toothpaste manufacturer, the machinery dealer, the spice importer—can advertise their products profitably to their trade twelve months in the year. Can the publisher with one book do so? On the contrary he must remain, so long as he remains an occasional publisher, but an occasional advertiser.

All general advertising rules, in short, fall down when one attempts to apply them to the book trade. Emphatically a special problem it must be analyzed and solved from its own individual points of view.

WE have special cable advices that the British copyright bill passed its third reading in the House of Commons last week, Friday, August 18, but it does not seem to have secured passage through the House of Lords before the adjournment of Parliament on Tuesday. It is not yet known whether the bill passed the House of Commons from committee without further modifications. As indicated in a recent editorial, the progress of this bill marks a distinct change of attitude on the part of the British government toward copyright questions, in the direction of restricting the full rights of an author hitherto asserted and accepted in Great Britain, notwithstanding the lamentable confusion of previous legislation on the subject. But the codification of British law is in itself a great boon, and the exceptions are really of slight importance. The new code will probably pass the House of Lords soon after the reassembling of Parliament, October 14.

A SUCCESSFUL business is an *idea* surrounded by men.—"*Parks' Piping Parables*," G. M. Parks Company, Fitchburg, Mass.

## BOOK PUBLISHERS AND ADVERTISING AGENTS.

BY CHARLES COLEMAN STODDARD,  
(Stoddard & Bricka, General Advertising Agents,  
New York City.)

So much has been written and said in regard to the functions of the advertising agency that a restatement in the space of this short article may seem a waste of time and effort. However, a thorough understanding is necessary in possible explanation of the unsatisfactory relationships that many advertisers (not alone book publishers) have had with advertising agents.

While no hard and fast line can be drawn, an advertising agency is of one of two types. Both are occasionally combined in the same organization, usually to the dissatisfaction of all parties concerned.

The first type of agent is the mere space broker. He takes the copy, good, bad or indifferent, as prepared by the advertiser, inserting it in a list of publications in the choosing of which he has no part; and for the merely clerical service of inserting and checking the advertisements is willing to accept a small percentage of the net cost as remuneration. He bears no part in the selling organization of the advertiser, contributes nothing to the broader development of the business, and in most instances has no knowledge of or interest in the articles advertised.

The second type, which has developed with the remarkable growth of advertising as a profession, is the agent who acts for his client in the capacity of expert business counsel. He stands at the right hand of the advertiser in every matter pertaining to the publicity of his product, giving him the benefit of his wide experience in the promotion of other lines of merchandise. All copy is prepared under his expert direction, by the client or his advertising department, or by the agent's well-organized force of copy experts. To the laying out of every campaign, however small, he brings an intimate knowledge of the thousands of newspapers, magazines and publications of all sorts valuable as advertising mediums, the classes and numbers of their readers, the localities in which they circulate and the relative sales values of each, as well as of all other methods of securing publicity. Through his organization he relieves the client and his advertising department of a mass of purely clerical and technical advertising detail, leaving their time free for the working out of larger sales problems. In other words, by working hand in hand, the client's intimate knowledge of his particular business is combined with the agent's wide experience of all that is best in modern advertising practice. For this service the agent demands a fair remuneration, in the established agencies amounting almost universally to the full commission allowed him by the publications. In comparison the latter service is a trifle more expensive, but the advertiser who is buying a "bargain" usually gets it.

The publisher's advertising problem is complicated by some unusual features, though by no more than confront the advertiser of any



manufactured article primarily a luxury. Probably the most serious are that the publisher's profit, and necessarily his advertising appropriation, is relatively small in comparison with any other commodity for which practically the full expense of advertising must be borne by the manufacturer in behalf of the dealer, and that the expenditure of this appropriation must be widely distributed and carefully divided among a large number of individual books. And in so much as it is small, and every dollar must be wisely spent, so much greater is the need of expert knowledge in getting the greatest return from it.

There are a few notable exceptions, but for the most part the book publisher, realizing that he is able to spend only a limited amount of money, has felt that the larger and better organized agencies will not want to "bother" with his account, or if placed with them that it will receive little attention in competition with their larger business, and knowing that certain agencies will place business on a low percentage basis, carried away by the idea of saving a few dollars, has found himself in the hands of an agent who either from unfitness, or from the fact that the business is of no profit to him, gives the publisher little or no service at all.

Or another situation enters here, for which the agent and the publisher are about equally responsible. The agent, on his part, even where he will not accept other business at a "cut" rate, often has been led against his better judgment to take on a publisher, feeling that in some mysterious way the traditional glory that illuminates the fields of literature will reflect a dignity upon his humble calling. Sentimentally reverent that he is to be identified thus remotely with genius, he accepts the account, later to find, if he is honest, that he is carrying it at a loss, or otherwise, that he must "make up" in several ways to compensate himself for his time and trouble. The publisher, attracted by the agent's successes in other lines, and flattered that he is getting something for nothing, soon finds that his account is being handled by a subordinate. He loses all confidence in his agent, consults him in nothing, and unwilling to trust his copy to him, has it written in his own office, sends it out haphazard to a list of papers without reference to their purchasing power, and often including a large number of inferior value that have attracted him by the largest amount of "reviews" and other free advertising matter. And, "having done all the work," naturally feels that he is in no need of an agent, or that at the most the agent is only another clerk in his employ.

The result is neither "fish, nor flesh, nor good red herring." It is fair to neither the publisher, the agent nor the great problem of advertising which both are interested to solve. It begins nowhere, ends nowhere. There is no co-ordination, no marshalling of the forces, no campaign.

If the book publishers have received less benefit of the genius of the great publicity generals, it is largely for these reasons. I know of no efficient and well-equipped agency man who would not feel a special pride in

helping to put book advertising on a sounder advertising basis—the pride of identifying his name with a noble calling, the pleasure of associating with high-minded ideals and congenial interests and the satisfaction that comes of good work well done. The amount of money he has to spend is not a consideration. The agent is constantly developing new accounts into great national advertisers from far smaller beginnings than the average publisher's appropriation. The agent's success and the client's success are one and the same. But he cannot do it on any basis of "cut" rates, or divided interests, or with less co-operation than he receives from the manufacturer of soap, shoes or suspenders.

I have been asked to state in what way the advertising agent can be of service to the publisher of books. In every detail that relates to his publicity problem and the marketing of his goods.

A few items naturally suggest themselves:

First, in the better preparation of copy. Every one will admit that the average book copy falls far short of the standard set for almost any other line of business. The bare announcement of title and author holds no magic charm to win *even the attention* of the average reader, especially when hundreds of books are being so advertised from day to day, and each announcement, like Maggie Murphy's children, "all cut from one piece." Good copy, distinctive and attractive, and human and convincing in its appeal, is the first essential of every successful campaign.

Second, in planning a more vigorous and scientific policy, based upon a choice of advertising mediums without fear or favor, with careful relation to the distribution of the goods, cumulative effect and the standardization of the publisher's name as a trade-mark. No manufacturer of specialties, other than the publisher of books, considers the total advertising expenditure chargeable to the single specialty advertised. A certain percentage (often as high as 50 per cent.) is charged off to the goodwill of the house. The problem is to make this advertising of goodwill profitable, through a well-selected trade-mark or style of advertising and the maintenance of a high standard of quality in the goods advertised.

Third, in the organization of an up-to-date and effective "dealers service," commensurate with the best practice in marketing other lines of merchandise, to take the place of the present feeble and ineffective circularization methods.

Fourth, in the organization of some broad and effective educational campaign on the part of publishers and dealers (perhaps through the American Publishers' Association) to direct a greater number of people to the buying and reading of new books.

So far as advertising is concerned, the greatest need at the present time seems to be some means of creating the desire and appreciation not so much for a single book as for good books in general. This is particularly necessary with a product consisting largely of more or less short-lived units. Just why so



many interesting and deserving books should have a life of only a few months and secure such a limited circulation, in the face of the constantly increasing sales of magazines and of uncopyrighted standard books, is difficult to understand, unless it is that there has been no such concentrated and whole-hearted effort on the part of publishers and advertising men to create a demand for books and reading as has been made in behalf of almost every other manufactured article.

#### PROBLEMS OF TRADE PAPER ADVERTISING.

THE problems of the trade paper advertiser are of two kinds, says Fred R. Davis, advertising manager of the General Electric Company, in a recent issue of *Printers' Ink*, those within his own organization, with which he must grapple alone, and those with which he must deal in handling conditions outside his organization. His outside problems may be made easier by discussing them with other advertisers and the various concerns with whom he deals.

The trade paper advertiser may be a manufacturer of machinery or of supplies used in connection with machinery who deals direct with the consumer, or he may be a manufacturer of a commodity which is retailed through other branches of commerce. In both cases he has to deal with a specialized technical producing and selling organization on the one hand, and isolated buying units thinly spread over vast territories on the other. To reach this sort of consumer requires a selective distribution of selling effort. The simple method of dealing with this class of consumer is to send a man to the buyer and sell to him face to face. Obviously, this requires an immense and expensive organization, as much time is spent in personal educational work.

The sales manager naturally looks for such assistance as the written word can give him to supplement or to precede the efforts of his salesmen. He turns to the advertising man for this service, even though both parties recognize that the orders taken are to be credited to the Sales Department and not to the Advertising Department.

Possibly the advertising manager can best serve his organization by direct mail advertising alone, if his field is small and sharply defined. In such a case he is not a trade paper advertiser and his problems are simple and few.

The trade paper is needed by the advertiser who finds a mailing list of his own inadequate or too expensive to operate with success. With this viewpoint he seeks a medium of distribution which will approximate an ideal mailing list for his purpose. He will find it, if at all, in some group of technical, trade or class periodicals, and his ideal standard of measurement is applied to the distribution of that periodical. If he cannot learn where the paper goes, why it goes there and who reads it, he is heavily handicapped. He can learn this only from the publisher, whose

first duty to himself, therefore, is to help the advertiser compare his circulation with the ideal mailing list for that advertiser.

There are, however, many cases of peculiar requirements which almost baffle the efforts of the conscientious advertiser. This is especially true of those advertisers whose product is used in an incidental way only by machinery users, as for example, valve packing, oils, special machinery, etc.

It is almost impossible to determine, which, if any paper, is read by the man who specifies many such widely used supplies. It is equally hard to reach the high-grade man who is concerned in the purchase of high-priced special machinery.

In searching for the right medium an advertiser is forced to admit that it is not from lack of enough trade papers in the field that he fails to find one to answer his purpose. He concludes there are too many papers of similar character and not enough variety in their appeals to help him select one to the exclusion of the others. He is, therefore, forced to make an arbitrary selection or to use them all in order to reach a relatively small number of prospective buyers.

The efficiency of an engineering, industrial or mercantile paper is somehow determined by the extent to which it reaches all branches of an industry, and the publisher who realizes this fact and fails to govern his policy of business expansion by it is not living up to his opportunities.

It is not efficient service to furnish an advertiser with 10 per cent. distribution at \$40 per page when he wants 80 per cent or 90 per cent. and is willing to pay a proportionately higher price for it. If each field contained one good periodical which covered that field completely its publisher would have no difficulty whatever in obtaining all the business he ought to have at an advertising rate many times higher than any trade paper publisher is now receiving.

Will Irwin in *Collier's* points out the probable tendency of the American newspaper to become smaller and more tersely written in the future. He says: "The editor must try to make every story tell—to select nothing which will not interest nearly every one. Indeed, the era of reduction is already at hand; and it would have arrived long ago but for the advertisements. Even that consideration will not halt the shrinkage long. The advertiser buys 'display'; and display is relative, not absolute."

Applying this to trade papers may be unfair, but it is a thought I have heard expressed by some of the largest users of advertising space. And the over-supply of periodicals in some fields leads the advertiser to ask why one or two broad gauge, heavy-weight papers do not blanket the field now spotted by six or eight of the common variety.

Is it possible to charge the advertiser with the responsibility for maintaining this condition of affairs by lack of discrimination in placing his advertising? The advertiser fails to serve his business interests well when he exerts "the advertiser's influence" in securing



publication of detailed descriptions of his product or its application in space that belongs to the subscriber. The average publisher is handicapped more by outside "editorial assistance" than by the lack of it from his advertisers. If he needs it badly and uses it with narrow aim at the advertiser, he weakens his paper by lessening its value to a subscriber. And the advertiser is cutting away his own foundations when he continues to advertise in a paper operated on such a policy.

What is the measure or standard of value by which an advertiser can determine which of several papers is strongest in a field where many apparently prosper? Circulation is not a safe measure, taken alone. Age does not always indicate strength, often otherwise. Financial stability is essential, but not conclusive. Influence in its field may be worth investigating. What does the periodical do for its trade or profession? Do the men who dictate its editorial policy know the conditions which exist in their field? Does this question affect the service of the paper or is an able business head more important?

The trade paper advertiser who uses many periodicals has either solved the problem of selection of medium or has compromised it with expediency. His first great problem is then displaced by others of lesser importance but greater variety and intensity.

The first problems in the construction of copy for several trade papers are their variation in size of page, style of type, quality of paper and quality of service in handling and publishing the advertiser's message. An examination of 640 class or trade papers reveals 235 different sizes of type page. If this were extended to cover all such papers in America the same ratio would show 1400 different sizes among 3725 papers. This one factor alone adds much to the expense of advertising in trade papers by increased cost for engravings, by time and labor in preparing copy layout and in reading and correcting proofs and by loss of returns through lack of a uniform high standard possible only through uniformity in size or shape. If all trade papers were using a 9 x 12 inch page and printing a 7 x 10 inch type page on a good grade of paper, advertisers could afford to and would prepare copy and furnish plates ready for printing which would go far toward raising the standard of trade paper advertising. This size is already found in one-fifth of the periodicals represented here. . . .

All trade paper advertisers are called upon to solve the problems presented to them from all sides by publishers who devise special editions, classified sections, colored inserts, and other diversions for their readers and advertisers.

The special edition is devoted largely to one subject of importance to the publisher or the advertiser or, possibly, to the subscriber. It is a most perplexing problem to the advertiser who seriously considers it at all. The small or one-time advertisers who have been coaxed, flattered or coerced into extra space in a special issue expect extra returns. Padding special issues with spasmodic advertising lessens the value of the space to regular

advertisers, and naturally also to the special advertisers in that issue. When the small or one-time advertiser fails to see definite results in his business he becomes more than ever a small or infrequent advertiser. Regular advertisers who increase space in special issues do so from reasons not always sound or creditable to their advertising sense. The special issue in all its forms is a boomerang to the publisher, when exploited to secure special revenue from advertisers. Every advertiser feels that the "special issue" is the advertiser's problem, but it may prove to be the publisher's problem in the end. . . .

## THE PREPARATION OF ADVERTISING COPY.

In an address at the Twenty-third Street Y. M. C. A., New York, George P. Metzger, advertising manager of the Columbia Phonograph Co., said:

The subject of advertising copy is so big that I can only touch the high spots. It's as big as the whole problem of salesmanship—and that includes the related problems of psychology—which is plenty for one evening.

Here is the order in which I want to take up the subject:

What goes in.

What stays out.

Methods of putting in.

Methods of leaving out.

You can't bring out of an advertisement what hasn't gone into it; and you needn't hold your copy out at arms' length and admire it if it's made out of easy left-over odds and ends of pretty ideas.

One thing first of all must go into the advertisement—*yourself*. And if that self cannot give an impress of life, vigor, confidence, conviction, accuracy, thoroughness and sincerity—you are in the wrong business. Anybody can tabulate the selling claims of a food product, for instance. Only a live man can get those claims under the skin of indifference of that other live man who is to be made to desire your merchandise more than the hard-earned and doubly hard-saved money in his pockets.

## THE IMPORTANT BEGINNING AND END.

If there were such a thing possible as an arbitrary rule of copy construction I believe it would be based on this plan: A forceful, hammer-headed foreword, and a climax at the end. And your illustrations ought to be considered a part of your display. The forceful introduction can be secured by the illustrations as well as by the words.

But the law of contrast alone would make such a rule futile. If all the advertisements in the magazine were of this sort, you might make a notable hit by adopting a gentler, more reserved and dignified method of suggestion. If all the advertisements in a magazine were solid type, *display* would be the thing to use. If all the advertisements were strong display, a plain, readable *type* advertisement might easily be most effective. Which is what I had in mind when I devised



the name and box label of the Black-and-White cigar. Every box in the cigar case was gorgeous with color. Nothing could offer such a strong contrast as black and white. So the label was designed with the name and the color associated unmistakably—and it is a fact that those black and white box covers stand out very strongly even among the most elaborate lithographed box covers.

But it's not only yourself and your individuality that must go into the text. *Yourself* is only a vehicle for carrying the real individuality back of the whole campaign—that of the manufacturer who is advertising the article. The reader must not be allowed to turn over the page with any thought of you in mind—the one result you are working for is to leave a living impression of the article offered—nothing else.

There are all kinds of people in the world. One man's food is another man's poison—and always will be. If you try to scrape off all the corners that are going to chafe somebody, your text will be as limp as a starched collar in a hard rain—and nobody will have a thing to do with it.

Make up your mind who are the people you want to reach—and then reach them *hard*—and let the *other* people laugh or cavil or fume or ignore you. You haven't time to bother with them.

#### THINGS THAT SHOULD STAY OUT.

Maybe you've heard this stale, old minstrel conversation:

"I've done lost my dawg." "Why don't you advertise for him?" "My dawg don't read advertisements."

Well, I believe a great number of people read the advertisements purposely and interestedly. And another great number read them in spite of themselves. And I believe a good many of these last would read them purposely if we could only club ourselves into leaving out the non-essentials. The trouble is, everything looks essential—and everything you want to say *may be important*; but you can't get three pints into a quart measure and you might as well face that.

#### METHODS OF PUTTING IN.

Analyze the Product—The Market—The Probable Purchaser—The Policy of the House—The Finished Copy.

Don't write a line of copy until you have satisfied yourself that you know the product it represents—what it's for, whom it's for, who makes it, who sells it, how it is sold, what it's made of—these being only a suggestion of the hundred vital points that you must bring up and check off.

Don't write a line of copy until you can first write a lucid outline of the market the product has and should have. Is it a new idea or an established article? What are competitive conditions? Are retail prices maintained? Is it to be pushed in a new territory? What is the attitude of the retailer and jobber? Are you to concentrate mostly on immediate sales? or build for future good will? or both?—and a hundred other questions will suggest themselves to you.

Don't write a line of copy until you can get a clear, mental picture of the individual who represents the average of the class of purchasers you are appealing to. Then write your copy to *him*—have him in front of you every minute. Is he man, woman or child, or a composite of all three? If he is man, is he a man of family or an irresponsible spend-thrift?

Is he interested in anything that relates to the product—in his social, business or sporting life?—and a hundred other questions can be piled up on top of these as fast as you can write them.

Don't write a line of copy until you know the merchandising policy of the house whose product you are trying to sell. Not that that policy is always right, but it is usually nearer right than the first wild guess of an outsider, and we are taking it for granted in this case that, as far as we are concerned, the policy is settled. You are pretty safe in assuming that, too, because it usually is settled. And if you want to see a graphic caricature of a dehorned blind billygoat trying to butt an alleyway through the Palisades of the Hudson, just watch any one of half a thousand ambitious advertising writers trying to force an O. K. onto copy that conflicts with the policy of the house.

And don't hand over a line of the copy you have written until you have got right into the clothes of the man you are trying to get hold of and asked yourself if you have said anything that will stop him and hold him a minute and put a distinct conviction into his head. Find fault. Put yourself in a mean, cold-blooded frame of mind and go over that copy with a harrow.

It's hard to do it, too. If you took any interest in your work you've got into a glow of enthusiasm and you may have shot a mile under or over your mark. The best typesetter in the print shop may also be a good proofreader—but he's not a safe man to proofread his own galleys, for he unconsciously hopes not to find errors, so he misses them.

It's worth all the trouble. If the *Saturday Evening Post* were paying you five cents a word for a short article, you would comb it over pretty thoroughly before you let any word stay in that wasn't worth five cents in the open market. If you didn't, the editor would. But at \$5 an agate line of say eight words, somebody is paying 62½ cents per agate word—and when you realize that your illustrations and larger type will most likely bring the cost per word up close to \$3 if not \$10, you'd better believe you have considerable responsibility as to what goes into the advertisement.

#### METHODS OF LEAVING OUT.

Begin by leaving out the least important point. Leave out every last indication of lack of confidence; every vain repetition—(notice I said "vain" repetition—often a repetition conveys emphasis most effectively). Leave out every personal hobby of your own and every thought or illustration or decoration that distracts for an instant from your



one, great, big, expensive message. Sacrifice your desire for artistic effect, if necessary, to secure selling effectiveness—and then leave out of your mind any idea that this is an invariable rule that I am laying down—for I am only trying to strike an average. It's *your* work to work it out in each case. In other words, you can't put in or leave out until you have confidence in your own judgment as to what will sell and what won't.

As for the other things, if a product has some particular selling point in its composition it should be made use of. Any man can construct copy of some sort, but the real problem is the proper distribution of the advertising appropriation.

Advertising should be creative. An advertising manager should not only aim to take trade from competitors, but also and more important, to create new fields. As an illustration, there's the plug tobacco firm which distributed samples freely to Missouri youths to "convert the heathen."

Some persons will be interested and influenced by the statement that some "big" person uses an article. They don't realize that the person is paid well for saying so. For example, there's the musician who uses a piano and gives a testimonial for a consideration. Next year the same or a similar statement will be given to the other piano firm which pays a bigger price for the testimonial.

In conclusion, it should never be forgotten that the name of an article is more important than the name of the house, and copy should not be so noticeably clever as to obscure or overshadow the article advertised.

### GETTING UP CIRCULAR LETTERS THAT PAY.

IN an address before the Cleveland Ad Club a while ago Irving J. Thomas of the H. Black Company of that city said some pertinent things about circular letter writing:

"The postage stamp, I believe, plays an important part in making a letter pay. It's the first thing noticed by the recipient. If a one-cent stamp is used, it immediately gives the impression that it is of little importance. . . .

"This is especially true in the case of letters to consumers—particularly women. The one thing the average woman does know about our postal laws is that when she sends a letter it must bear a two-cent stamp, and unless the letter she receives does bear this same postage she knows it is only an advertisement, and it immediately causes a loss of interest. My observations lead me to believe that a letter bearing a one-cent stamp is almost as apt to be *opened* as if it bore a two-cent stamp. But there is a decided difference in the results obtained.

"In a letter, as in any other form of advertising or selling, it is first necessary to secure attention and interest. . . . Mind you, we are talking of letters only and not of circulars, booklets, etc.

"I suppose this question of postage has received its large share of attention from advertising men because of the money directly involved and because this expenditure is so

very apparent. But, there is another thing equally important, the method of addressing.

"The most common forms of addressing are long hand, typewriter, solid-plate stencil, pin-point stencil and the open-paper stencil. In the same way that the postage stamp affects the mind of the recipient so, I believe, does the addressing.

"I have before me the figures showing the results of two tests of the comparative returns through the several forms of addressing. Circulars addressed from

|  | Replies Brought |
|--|-----------------|
| No. 1 type of addressing machine.....    | 10.16%          |
| No. 2 type of addressing machine.....    | 12.17%          |
| With pen and ink.....                    | 20.12%          |
| From No. 3 type of addressing machine... | 28.10%          |
| Addressing with typewriter.....          | 29.01%          |

"The second test was even more conclusive.

"In both tests each method of addressing holds the same relative position, and in one case you will notice that one type of addressing machine brought over seven times the returns that another did; it is, therefore, evident that the question of addressing is worthy of careful consideration. . . .

"Probably the most common method of producing circular letters to-day is the multi-graph or similar process.

"There have been many discussions regarding the ethics involved in using this type of circular letter. I have heard the remark that it was not possible to produce a multi-graph letter that could not be easily detected from a typewritten letter. I will show some letters impossible to detect with the naked eye. I don't mean by this to say that it is an easy matter to produce such letters. . . . It is easier, of course, to produce an imitation letter that will deceive the average *consumer* than one that will deceive the average *merchant*.

"Another common type of circular letter is the facsimile longhand letter. This, when well executed, has, I believe a stronger personal appeal than any of the other methods I know of. Through this personal element it certainly attracts attention and creates interest, two most important steps. . . .

"The strong personal appeal of a mechanically perfect multi-graphed or facsimile longhand letter is not due merely to the fact that it is mistaken for a personal letter, though many people seem to believe the contrary.

"It is simply because it does look so much like a personal letter that it has this human interest. . . .

"There has been so much written about the necessity of writing short letters, it's considered almost a crime to write a long one. I believe in the short letter, whether it be a single paragraph or two paragraphs—when a short letter tells enough of the story to turn the trick. . . .

"The question of whether or not the letter will be read depends not so much on the length of the letter as to the opening paragraph. . . .

"Too often valuable space is utterly wasted and the letter *killed* by the opening sentence. Some one has said that a letter, to be successful, must rivet the reader's attention with



the first two lines. This surely can't be done if we continue using such useless and senseless expressions as: 'we are pleased to acknowledge,' etc., that should be eliminated, for they add nothing. . . ."

Says another writer in *Printers' Ink*:

"If it pleases advertisers to send out form letters printed in imitation typewriting, it is easy to forget the illusion so far as appearance goes; but what *does* rasp on human nature is the *form letter tone*. . . .

"Everybody knows that *real* personal letters do not make almost frantic efforts to get read, nor do clever word-dances at the start as bids for attention. The real personal letter quietly assumes that it is going to be read—and thereby materially assists in *getting* it read. . . .

"In many form letters upon which creditable energy and enthusiasm has been brought to bear, the argument seems to be panting like a hound on the trail, gasping for breath between words as though afraid every instant that the quarry would get away. . . .

"Good, red-blooded crisp *ideas* rather than "snappy" words count in good form letter writing. . . .

"The biggest and most important word in the form letter vocabulary is 'you' and not 'I.' The form letter that makes good use of this point has half its competition, in the shape of hosts of other form letters, beaten at the start. The letter that is speckled with 'I's' or 'we's' invites the oblivion of the waste paper basket. A master of form letter writing carries this psychological fundamental to the very end; he includes 'you' in the first sentence and concludes with, 'Very Sincerely Yours,' not, be it noted, 'Very Truly' or 'Faithfully,' or the like. . . .

"In order to illustrate the defect of the opposite manner of treatment, it would be well to present a form letter which is now being sent out by a literary agency, with names filled in:

GENTLEMEN:

For several years we have been handling the work of \_\_\_\_\_ (Name of author filled in on typewriter). We believe that his work represents some of the most virile fiction writing of the day. Having made a careful study of \_\_\_\_\_ (Name of periodical to which MS. is sent filled in here), we know that it is most excellently fitted to your needs. Stamps enclosed for return, if necessary. We are,

BERTRAND'S LIT. BUREAU.

"Selling strength here? No! It is pitifully weak in conception and execution. Take the letter apart: In the first sentence is 'we,' and in the second, and in the third. The subject of every sentence is 'we.' And at the end is 'we are.' The unconscious egotism is repelling. But a more serious criticism still is the amateur blunder of claiming to have studied. . . .

A Philadelphia firm sells a package brand of peanuts. One letter, sent to every wholesale confectioner and grocer in the East, sold 614 cases, at \$18.50 a case. The letters, which follow, was sent only to well-rated concerns:

DEAR SIRS:

Quite original, this package, isn't it? Very appealing, too, don't you think so?

And there's a big profit in these Peanuts. Just as a leader, we're selling them at 50 cents a carton, containing 24 five-cent packages.

You know the retailer will readily pay 75 cents for them. And *you* and *he* both make a better profit than on any other five-cent article you handle.

These peanuts are packed 30 cartons to the case. On the first order we prepay the freight.

You make a profit of seven dollars and fifty cents on every case you sell.

Can you use five cases as a starter? If so, deduct an extra 5 per cent, from the invoice. But your order must reach us before the 10th of this month.

Figuring the discount, these five cases of Peanuts will net you a profit of forty-one dollars and twenty-five cents.

'Nuff said. Order to-day on the enclosed postal. Either one or five cases. It will pay you, and pay you well.

Yours very truly,

"In addition to the postal enclosed was a half-tone illustration of the full carton, showing just how the peanuts were put up to prevent moisture entering the bag.

"I believe every live man will agree with me in saying that the following are essentials of good form letter writing:

"Get friendly, but don't take liberties. Don't be stiff and dry—talk personalities. Remember that 'you' is more potent than 'I.' Show absolute candor. Know about the man or the men or the concerns to whom you are writing. Don't resort to trite conventionalities. Don't get slangy or funny—comedy is a poor sales instrument. Try to determine how much competition your form letter is going to have for your reader's attention and pocketbook. Then try to estimate the weakness of this competition as shown in the letters. Beat your rivals at the tape. Most form letter campaigns are lost or won the moment the letter is finished—not when the showing is complete.

"And in conclusion, here is a sensible suggestion which one man is carrying out regularly: When you have finished a form letter, no matter how good it seems, mail it to yourself, or to your wife. Look it over two days later, after it has 'cooled.' If you have a wife, let her read it first and ask her for her honest idea of whether or not it will sell goods. Then you can *know*."

## BOOKSELLING POSSIBILITIES.

THERE is one bright and shining feature of the business of retail bookselling that appeals to us all, and that is the fact that you can never "fill up" your trade. The more books you sell a man, the more he wants. It is something like a ball rolling down hill. The further it rolls, the greater its velocity. Just so with the book buyer, whose desires are bound to broaden as his literary possessions increase. Among your customers or acquaintances there are doubtless many men and women who have never bought a single book, excepting possibly as a gift for some friend, and who consequently know nothing of the pleasure of owning books. We will presume they read some, because most people do; but they patronize the libraries, public and circulating. Now, if you can only get these people started as book buyers, you will be laying up business for the future, because if once started, *they will never stop*; and we believe that no better argument as



to why they should *own* books instead of renting them, can possibly be advanced than our fifty-cent copyright fiction. As a matter of fact, few people realize how beautiful and in every way desirable these books are. It should be your business to see that the people in your particular field are "put wise."

It is an interesting fact that the book business is unique in this respect. A family can consume only so much food; hence the grocer and butcher and baker can sell this family only as much as they can eat, and *no more*. They can wear, and utilize, only so much clothing and shoes, although in this direction, naturally, the limits are more elastic, but still clearly defined, as they are also in whatever direction you may turn the eye of investigation. *Not so*, however, with the ownership of books: the possession of a few creates the desire for many; and to have many only means to want more. A little library is bound to grow and grow until it becomes a big one. All it needs is a *start*. The moral is obvious.—From Grosset & Dunlap's *Business Promoter*.

#### TRADE PUBLICATIONS AT THE ADVERTISING CONVENTION.

At the recent convention of advertisers in Boston, technical, trade and class publications had sectional meetings by themselves. Their interest and value was largely the arrangement and achievement of H. G. Lord, of Boston, chairman of the department.

In his remarks, Chairman H. G. Lord said:

There are approximately 700 trade and technical publications in the United States, not including the farm journals. These specialized publications are devoted to commerce, manufacture, science and industry. They represent the great business life of this country. They are devoted to man's work, and a man's work is generally the subject that is closest and of most lasting interest to him.

These journals are read not only from the point of view of interest, but of real business benefit. They are subscribed to because the readers know it pays to read them, and their advertising pages are used more liberally every year because the advertising pays.

I believe it is a conservative estimate that at least \$20,000,000 is spent annually in trade paper advertising. The expenditure of such a vast sum of money to produce the best results is a subject that may well receive the serious attention of all who have to do with it, for it is not only the expenditure of the money, but the effect on the great business interests for which advertising furnishes powerful motive force. To increase its efficiency, therefore, means greater expansion of our business prosperity.

Whatever trade and class papers may have been fifteen or twenty years ago, they are to-day publications of vital importance in our commercial and industrial life, spending great sums of money for news, market reports and technical articles, recognized as authoritative in their respective fields, wielding potent influence in trade opinion and exercising the greatest influence in the development of manufacturing and the spread of technical and scientific information.

The assignment of one of the departments of this great advertising convention to this class of advertising is a fitting recognition of the large and growing importance of this field, to which some of the brightest and brainiest specialists in the advertising profession are devoting their attention.

The first meeting was held Wednesday morning, August 2, at which Leroy Fairman, editor of *Advertising and Selling*, talked on "Advertising Trade-paper Advertising." Other

speakers on this subject were E. R. Shaw, president of the Chicago Press Association, and J. Newton Nind, of Grand Rapids. Each spoke in favor of the technical, trade and class publications raising money to advertise the value of trade papers.

J. Clyde Oswald, editor and publisher of the *American Printer*, New York, discussed in a very interesting manner "Problems of the Trade-paper Advertising Manager."

W. H. Taylor, president of the David Williams Company, talked on "Advertising Terms, Contracts, How Enforced."

#### THE SECOND CLASS MAIL HEARING.

AFTER nearly a week's recess the second class mail hearings before the commission headed by Justice Hughes were postponed an additional day to enable the Post Office Department to complete its revised statistics. These revised tables were presented to the commission Wednesday morning by Second Assistant Postmaster-General Stewart, who consumed most of the morning in explaining and summarizing the changes made.

##### SOME AMBIGUITY ABOUT "PIECES."

During Mr. Stewart's statement, with interpolated interrogations by Justice Hughes, a considerable ambiguity developed regarding the Post Office Department's definition of "pieces" of mail matter as used in the statistics; and, despite further questioning by President Lowell and suggestions by Mr. Noble of the counsel for the publishers, the definition did not seem to be very satisfactorily settled.

The point is whether the Department counted as single pieces in its "seven days' count" in 1907, packages of periodicals unbroken in the postal handling, or estimated the number of periodicals in each such package as separate pieces. The difference in the result would be marked, as several statistical costs have been based by the Department on the number of "pieces" handled.

Mr. Stewart admitted that the Department's letters of direction for the special count are obscure on this point; and admitted that there might be a "possible margin of difference of 30 per cent." in the result. He added, however, that the Department is now having made a special thirty days' count of newsdealers' second class mail (where this unbroken package periodical mail occurs) to settle this very point, and promised definite figures to the commission a little later. The whole discussion seemed, however, distinctly a point for the periodical publishers.

##### DIFFICULTIES OF CLASSIFICATION AGAIN.

In the afternoon Mr. Britt, the Third Assistant Postmaster-General, again took the stand to discuss difficulties in interpreting the present second class mail law. He suggested a number of simplifications and clarifications of wording, Justice Hughes taking the law up with him paragraph by paragraph.

He stated that he believed at least 40 per cent. of the advertised subscription price should be required to be paid, except that he



advocated that certain periodicals "issued for the benefit of the subscriber" (and he cited certain stock yards quotation bulletins) should be admitted to the second class rate even though given away free. President Lowell questioned whether such a clause would not involve even greater ambiguity than at present.

Mr. Britt presented a comprehensive exhibit of twenty of the leading magazines showing postage paid and number of pages and comparative weights, etc., of advertising and reading matter respectively for one year. Also a table of statistics of "county free" matter carried. The post office history of the "Sunday magazine" was touched upon. Mr. Britt said that they were admitted in accordance with an opinion given by the Attorney General, but that the Department had been under almost constant criticism for so doing ever since.

#### REVISION SHOWS A DECREASE.

Thursday morning was taken up with a further presentation by Mr. Stewart of the revised tables of cost of handling second class mail matter. When he closed about noon he had lopped off a net \$1,900,000 from the Department's original \$73,000,000 estimate, there being increases in the revised tables of approximately \$4,000,000 and decreases of \$6,000,000.

Mr. McBride then took the stand and a cross-examination of the new figures was begun, hinging for the rest of the session on questions of the weight of second class mail equipment. There were discrepancies at various points in the Department's figures which Mr. McBride could not explain to Mr. Noble's satisfaction.

Mr. McBride was still on the stand when the PUBLISHERS' WEEKLY went to press.

#### THE FRANKFORT BOOK FAIR.\*

In the reproduction of the "Francofordiense Emporium of Henri Estienne," James Westfall Thompson and the Caxton Club of Chicago have made a noteworthy contribution to the literature of the booktrade and to the literature of scholarship. The monograph, which is now for the first time presented with the advantage of an English version, of a comprehensive introduction, and of elucidating notes, has long been famous in the literature of the booktrade, and as one of the most distinctive professional productions ever made by a publisher. The author, Henri Estienne the second, is probably entitled to the highest rank among the printer-publishers who were not only manufacturers of books, but who contributed authoritative scholarship as well to original writing as to the editorial work of preparing for the press the texts of books accepted as classics. The contribution of Henri Estienne the first (whose work was done between the years

1496 and 1520) to the development of printing was more important than that of his grandson, whose publishing undertakings began in 1554 and ended with his death in 1598; but the contributions of the younger Estienne, in scholarly editing, in original literary production, and in work for the development of the booktrade and furthering of the machinery for the distribution of books, constituted together the most valuable service rendered by any one of the long series of distinguished publishers of France.

As a scholar among the publishers, Henri Estienne the second occupies, as pointed out, a high, if not the highest, position in a series which began with the institution in Venice, in 1494, of the printing press of Aldus Manutius. The undertakings of Aldus were, of course, carried on under very much greater difficulties than those which had to be met by Estienne in Paris a half century later. In the time of Aldus, there was practically no organization of the booktrade; and the facilities for reaching possible customers throughout Europe with correspondence and with books, and of securing from the buyers the remittances for books delivered, were very meagre. When Aldus had taken the risk, with the aid of his friend and editorial associate Musurus, of bringing into print an edition of a Greek text, his labors had only begun. It was then necessary for him to come into correspondence with scholars in distant convents and in the few university centres, and to make clear to these correspondents the purpose and character of the Greek literature that he was attempting to introduce into Europe. If he could persuade the correspondent to send an order for the book, he then had the task of securing its safe transportation, often at a time when interstate connections were interrupted by war; and, finally, he had to wait for many weary months before an opportunity occurred for a safe sending of the payment due. It is not to be wondered at that, with a passion for the production of scholarly, and particularly of Greek, literature at a time when the demand for such literature had still to be created, Aldus should, after long years of painstaking labor, have died a poor man.

In the middle of the sixteenth century, at the time of the beginning of the work of Henri Estienne the second, a more scholarly public, interested in the purchase of editions of literature known as classical, had been created, and machinery was in existence through which these possible buyers in universities, in ecclesiastical centres, and among the better educated of the nobility, could be reached. The book trade itself had been organized; and the most important evidence and factor in such organization was the great Book Fair held in Frankfort. Frankfort had from the early part of the thirteenth century been utilized as the headquarters for a semi-annual fair at which were distributed all classes of goods brought together from all parts of the world. The institution at this Fair of a section devoted to the sale of books dates back to 1480. Immediately after the

\* The Francofordiense Emporium of Henri Estienne. Edited, with historical introduction, Latin text with English translation, and notes, by James Westfall Thompson. Illustrated. Chicago: The Caxton Club.



beginning of printing, Frankfort had become an important centre for book production; and during the century preceding 1450, the manuscript trade in Frankfort had been more important than that of any other city in Germany.

Estienne made a practice of being in Frankfort twice a year with samples of his beautifully printed books and with the announcements of the books that he had in preparation or in plan. It was his custom to utilize the counsel of representatives of the booktrade gathered together from all parts of Europe, for advice as to the wisdom, from a business point of view, of undertakings that he had in plan. With his own keen ambition to further the production and distribution of scholarly literature, it not infrequently happened, as he naively reports in his correspondence, that the publication of books which he believed would prove of material service to scholars throughout Europe was advised against by practical bookselling friends on the ground that although they would undoubtedly be welcomed, they would not be wanted by enough people. The problem of Henri Estienne in regard to works of this class differs not at all from that of publishers of to-day. The character of the books that Estienne carried with him to Frankfort may be indicated by a brief selection from his publishing list. The first book issued with his individual imprint (after the death of his father Robert) was an edition of the "Odes of Anacreon," printed in 1554. The volume contains, in addition to the Greek text, a Latin version of the Odes, prepared by the publisher himself. During 1555 Estienne was busy in Italy collecting and collating manuscripts. In 1556 he issued an edition of the Psalms in a Latin version. . . .

In 1558 Henri gave evidence of the importance of his relations with Germany by accepting the appellation of *Typographus illustris viri Huldrici Fuggeri*, etc. Huldric Fugger was a native of Augsburg, born in 1526. He belonged to a family conspicuous for its antiquity, its mercantile ability, and its wealth. He was himself a scholar, and he became an eminent patron of literary men. He expended great sums in the purchase of trustworthy manuscripts of ancient authors and in having produced from these satisfactory printed editions. After some experimenting, Fugger finally selected Estienne as the printer whose work could best be trusted to meet his own high standard of accuracy and beauty. The Fugger family had for several generations carried on business not only as merchants and bankers, but as what we should call forwarding agents. As far back as the time of Aldus, Estienne had found the Fuggers the most responsible people through whom to make delivery of books to his correspondents throughout Europe and through whom to secure later collection of the accounts. But the distributing and collecting machinery of even so great a house as Fugger could not be trusted to work smoothly in time of war.

In 1558 Estienne issued the "Edicts of Justinian," printed in Greek and Latin; in 1559,

the "Bibliotheca" of Diodorus with annotations of his own, and in 1561 the complete writings of Xenophon; in 1563, the Catechism of Calvin translated into Greek by the publisher, and a treatise, original with himself, on the relations between Greek and Latin; in 1564, "Fragmenta Poetarum Veterum Latinorum." . . . In 1572 Estienne completed the most important production of his busy life, "Thesaurus Græcæ Linguae, ab Henrico Stephano constructus," etc., in four volumes, folio, with two supplementary volumes containing an appendix and an index. A year later was issued a seventh volume, with two glossaries and a treatise on the dialects of Attica. . . . In 1574 Estienne brought to completion a magnificent impression of the works of Plato, the editorial work on which had been done chiefly by himself. According to Mattaire, hardly a single typographical error is to be found in the three volumes. The first volume is dedicated to Elizabeth of England, the second to James VI. of Scotland, and the third to the Republic of Berne. When we remember that publishers like Robert and Henri were the compilers of the notes, commentaries, and separate treatises, which make up a large portion of the volumes, and that their labor as editors and as authors was carried on in stormy times and amidst the engrossing cares of an absorbing business the *Thesauri* remain magnificent monuments of the scholarship, the capacity, and the persistent energy of the two Estiennes. The Thesaurus, like not a few other public-spirited undertakings of scholarly publishers, brought to this author-publisher loss instead of profit. King Henry the Third, "in consideration of the great service rendered by Estienne to France and to literature," promised him, in 1578, a donation of three thousand livres; but the money was never paid. As, however, this was a year of active warfare between the Catholic League and the Protestants, there may have been some excuse for the failure of the king to keep his promise. In 1568, Henri had printed his "Epistola de suæ typographicae statu," etc. This presents, in an *Index librorum*, a record of his publishing undertakings, together with a description of the purpose and character of the great "Thesaurus." A portion of the "Epistola" is devoted to a recital of the injuries done to the authors of classical antiquity by ignorant and careless editors, and by credulous printers, ready to accept on the authority of such editors new readings and unfounded "emendation" in the text. The "Epistola" closes with a humorous complaint of the trivial and harassing interruptions to which a scholarly publisher is exposed, at the Frankfort Fair and elsewhere, from applicants for information concerning his published undertakings and plans. The complaint is printed in Latin iambics. It will be noted that the *Index librorum*, or general catalogue, of Estienne had been prepared for the purpose of answering in print inquiries from correspondents. Aldus had been driven to a similar course as early as 1498, but even in 1568 catalogues



were the exception rather than the rules. I quote from the English version of Greswell:

"I'm harassed by the crowd of those  
At Frankfort who their wares expose;  
And ever ask, 'What are you doing  
In prospect of the Fair ensuing?  
New works you'll show, impressions splendid,  
Where learning stands by Art commended.'  
If I say 'No,' 'Tis strange! what, none?  
At least then promise 'next but one.'  
Still say I 'No,' expostulation  
Assumes the tone of indignation  
That Frankfort's mart's so strongly slighted,  
And faith is broken—never plighted.  
Again, these quidnuncs set aside,  
With letters, ceaseless, I'm annoyed,  
Italian, English, German, French,  
All on my studious hours entrench.  
'What last has been achieved and ended?  
What are the impressions next intended?'  
Nor to such modest queries stinted,  
Of books in print or to be printed  
A thousand others they propound  
Which e'en a prophet would confound.

Of what advantage all these letters?  
Not stimulants are they, but fetters,  
As though you'd spur a steed that's idle,  
Yet check his progress with the bridle.  
My press resists the condescension  
That to such foppery gives attention;  
Stands still and bids them longer stay for  
All they suggest, or even pay for.  
For this annoyance then, be sure  
Not small intent to find a cure.  
Of books to former fairs I've given,  
Or now project by leave of heaven,  
These pages few, as best may suit you,  
In form of catalogue salute you;  
Which you'll my Rescript please to call,  
Address to none and yet to all."

Henri's complaints concerning futile and troublesome correspondents might of course, be repeated to-day in many a publishing office; but the modern publisher is helped out of the difficulty to some extent by his stenographers and typewriters. It remains a marvel how it was possible, without any such time-saving appliances, for the publisher of the fifteenth century to conduct a complicated business, to give personal attention to preparing for the press works calling for original scholarship and continued labor, and to carry on, in autograph letters, his various forms of correspondence.

Estienne's account of the Frankfort Fair was brought into print in 1574. The monograph was written for the purpose of expressing the cordial acknowledgments of the Paris publisher for the hospitality and services that had been extended to him, as to the representatives generally of the world's booktrade, in the German city. The volume is dedicated to the council and members of the Senate of Frankfort. The author is interested not only in emphasizing the importance of the service rendered to the world by the wise administrators of the Frankfort Fair, but the personal satisfaction secured by visitors to the great city. Says Estienne: "One leaves Frankfort with regret, one returns to it with pleasure."

The monograph does not undertake to present any detailed history of the Book Fair, or even an analysis or specific description of its organization. Estienne is writing to the representatives of the government of the city and on behalf of the members of the booktrade; he does not undertake, therefore, to

convey information to people who are already familiar with the subject. Fortunately, however, the history of the Frankfort Book Fair has been given in detail by a number of writers in Germany.

It was in connection with the Frankfort Book Fair that the organization of the booktrade of Germany was brought about. The booktrade association of Germany dates from 1503, and has been continued and developed without break, during a period of more than four centuries, on practically the lines that were laid down in the preliminary organization. The German booktrade was the first in Europe to bring about an organization of its business; and it is because this organization is to-day more intelligent in plan and more effective in operation than that of any other country that the production and distribution of books in Germany is carried on to the best advantage of all parties concerned. In Germany alone, among all the literature-producing and literature-consuming states of the world, can the special student or the general reader be assured of securing, in even the smallest town, a full representation of the literature of the day and of the literature of past years, together with the service of an intelligent and often scholarly bookdealer to meet his inquiries and fulfil his requirements. No authorities in Germany, either of the individual states or of the imperial government, have ever undertaken to restrict the right of the producers of copyrighted property, and of their assigns, to control the conditions under which the books are distributed and sold. As a result, the reader in Germany secures, at a lower cost than anywhere else in the world, books representing an even and satisfactory quality of manufacture, and the highest standard of scholarly accuracy and authority. The buyer can also be assured that he is paying in one town precisely the same price at which the book could be published in any other town in the realm. The publishers and booksellers are, under the system in force, in a position to prevent books from being utilized by dry-goods dealers, or by dealers in any merchandise, as an advertisement for their own goods. There is in Germany too high an esteem for the interests of the producers as well as for those of the consumers of literature, and too clear an understanding of the intellectual requirements of the community, to permit the undermining of bookselling machinery, which is the sure result of the use of books for advertising purposes. Under the law, no German publishers can be accused of "conspiracy" because they take measures to prevent the booksellers from being driven into bankruptcy. This result is due to an intelligent understanding, which goes back to the Frankfort Fair of 1503, of the necessary conditions for the maintenance of the booktrade; and Estienne, and the other intelligent publishers and booksellers who gathered together in Frankfort, were well justified in the cordial recognition given by them to the civilized intelligence with which the business was managed by their Frankfort hosts.



The essay of Estienne has for centuries been an exceedingly scarce volume. Professor Thompson has rendered a distinctive service to all who are interested in the history of the booktrade, and to scholarship generally, in making this essay available for readers of the twentieth century not only in the original (Latin) text, but in an excellent English version. The editor's Introduction to the essay has a much larger historical value than is possessed by the essay itself. It is an admirable survey of the methods employed during the sixteenth and seventeenth centuries for the production and distribution of books. Professor Thompson has made a painstaking investigation of all the literature of the subject. His references and credits are so comprehensive and complete that the essay constitutes a satisfactory bibliographical guide. In addition, however, to the marginal references, Professor Thompson has supplied a complete bibliography of the subject. It remains only to say that the book as printed (in a limited edition of 303 copies) constitutes a creditable and most beautiful example of American typography, a credit alike to the Caxton Club and to the Alderbrink Press.—*From the review by George Haven Putnam in "The Dial."*

#### BOOK REVIEWING A LA MODE.

It all began with the publisher who ventured to express his opinion, on the paper wrappers of the book, that the author's style carried a suggestion of Thackeray or Stevenson or Tolstoy, as the case might be. The deluge was upon us immediately. To-day it is the rule in publishers' notices that when a story is loose-jointed, sprightly and at times ungrammatical, it marks its author as a worthy successor of Thackeray. When a story is replete with battle, murder, sudden death and antique adjectives, it has the charm of Stevenson. When a story deals with "real" people, that is, with financiers, politicians, hypocrites, misers, dreamers, lovers and scoundrels, its author is immediately an American Balzac. When a writer ends his stories with a snap he is our American Maupassant. When he ends them with a laugh, he is our new Mark Twain. When he ends them with a riot he is our American Victor Hugo. When he ends them with a death-scene and tears, he is our American Dickens. Literary criticism has become simply a matter of identification. It is no longer necessary to say whether a book is good or bad, or even whether you like it or not. You merely take the author's thumbprint and by comparison with the originals ascertain whether he is Balzac or Thackeray or Dumas.

All this is bewildering to many men of an older generation; bewildering and a bit painful. They wonder whether congenital incapacity makes them insensible to the fact that the literary world to-day reeks with genius, or whether the deadening hand of time has come upon them. Once upon a time people believed that a Dickens or a Thackeray comes once in a hundred years.

To-day they come at least twice a year, in the spring and fall publishing season. Did we say Dickens or Balzac? We have for some time been past the stage of invoking these individual old Titans. To-day we have writers of first novels who embody the concentrated essence of the entire nineteenth century. For the petty sum of one dollar and twenty cents you can have your choice of half a dozen books, each of which contains the robust realism of Fielding, the grace of J. M. Barrie, the rollicking humor of Pickwick, the *bravura* of Dumas and the lovely sentiment of "Henry Esmond." All these qualities, it will be noted, the book contains without losing any of the qualities that appeal so intensely to the modern American, lots of red blood, lots of action, lots of Gibson femininity, lots of optimism and lots of wholesome advice on how to succeed. Our readers of the older generation can only shake their heads and wonder how the thing is done.

But there are other readers in whom the awakened emotion is not wonder, but a sharp disgust. These wild encomiums plastered on every shoddy novel not only tell lies about the present, they besmirch the honored past. While they are appraising Robinson's first novel in terms of Thackeray or Balzac, they are, of course, appraising Thackeray and Balzac in terms of Robinson. A vast body of fiction consumers that do not know their Maupassant or their Tolstoy will henceforth cherish the belief that Maupassant is very much like Jones, and that Tolstoy is very much like Brown. The offense is ethical and it is æsthetic. It borrows from get-quick-rich finance the elegant assumption that a sucker is born every minute, and applies it to literature, thereby emphasizing the primal truth that a book is like a washboard or a sewing machine or an insurance policy: you can claim all imaginable virtues for it and *caveat emptor*. Under present conditions a book is not quite as important a commodity as a bottle of patent medicine. The law punishes the drug manufacturer for misbranding his wares. But there is no law to keep a bookseller from sending his goods into the open market labelled Thackeray Extra Choice or Dickens Fancy Prime.

But the publisher at least makes no pretense in the matter. He is out to sell his goods, and if a fancy cigar-label will do the trick it is good enough for him. What, however, shall be said of the professional reviewer who plays the assiduous parrot to the publisher's puffs? He imperils the dignity of criticism and of literature. He imperils the dignity of the human understanding. For there need be no mincing the matter: the book-reviewer who, month after month, unearths writers with the charm of Thackeray, with the humor of Dickens, with the vast insight of Balzac, must either be a fool or a liar. It is well enough to be good-natured, to shrink from "knocking," to search for the best that can be said in favor of a new book or a new writer. But good-nature should have its limits in this business. Greater things than good-nature are truth:



and the duty of clear thinking, and the duty not to befuddle the minds and the standards of the masses.—*The New York Evening Post*.

### F. MARION CRAWFORD'S ESTATE SMALL.

F. MARION CRAWFORD's personal estate, according to the New York State appraiser's report, filed this week, was valued at only \$48,000.

The largest single item was listed as rights under contract with the Macmillan Company, the values of the author's rights in his books, which that firm published. These were given as \$30,934.34.

The books were divided into three classifications: Those published more than three years before the author's death, those published within three years of his death, and those published either immediately before or immediately after his death. In the first list, the value of the rights in the books, according to publishers' customs, was taken as equal to the sum of all royalties paid on the books in the three years preceding the author's death. In the second list, the value was estimated on the same basis. In the third list was given the total amount of all the royalties paid on the "post mortem" books in the year after the novelist's death.

The "White Sister" plays the most important part in the document. Royalties from it amounted altogether to \$24,000—almost half the value of the personal estate. This is one of the "List C" books. It paid more than \$14,000 royalties in the first year alone after the author's death. Besides the book rights, however, Mr. Crawford had royalties from its dramatization. From the time of his death to June 30, 1910, these royalties amounted to \$11,500, but Viola Allen, the actress who starred in the production, put in a claim, that was finally settled for \$1500, leaving a balance of about \$10,000 as the value of the author's rights to the play at the time of his death.

The royalties, or percentages on the retail values of the books, run all the way from 11¼ per cent. paid on the "The Novel" up to 40 per cent. on "Casa Braccio." One book, "Salve Venetia," apparently got 100 per cent. royalty. Most of them yielded the writer 18¾ or 30 per cent. The values of the book rights calculated as above run from \$5.85 for "The Novel," and \$12 for "Love in Idleness" up to \$1947.35 for "In the Palace of the King" and \$416.90 for "Fair Margaret." The total value of the books in "List A" is just short of \$8500.

### PICK-UPS.

#### THE LIVE MERCHANT ASKS HIMSELF

HAVE I found a way to cut expenses?  
Have I cleaned up any of the old stickers?  
Have I used enough for leaders?  
Have I seen that the store is kept clean and in order?

Have I marked all the new—and old—goods in plain figures?

Have I done anything to get new people into the store?

Have I given my advertising and show windows proper attention?

Have I overstocked on any article?

Have I really placed my orders where price and quality are best?

Have I explained the talking points of the goods to the salespeople?

Have I dealt squarely with them?

Have I been pleasant to every one to-day?

Have I made plans for a better day tomorrow?

Am I a better merchant—and a better man—than I was yesterday?—GLENWOOD S. BUCK in the *American Stationer*.

### RECORD OF AMERICAN BOOK PUBLICATION FOR MAY, 1911.

| INTERNATIONAL<br>CLASSIFICATION  | New<br>Publications. |               | By Origin.         |           |                                    |        |
|--|----------------------|---------------|--------------------|-----------|------------------------------------|--------|
|  | New Books.           | New Editions. | American Authors.  |           | English and Other Foreign Authors. | Total. |
|  |                      |               | American<br>Manuf. | Imported. |                                    |        |
| Philosophy .....   | 28                   | 2             | 22                 | 4         | 4                                  | 30     |
| Religion and Theology  | 66                   | 1             | 47                 | 5         | 15                                 | 67     |
| Sociology and Economics .....  | 33                   | 3             | 31                 | .....     | 5                                  | 36     |
| Law .....  | 57                   | 4             | 61                 | .....     | .....                              | 61     |
| Education .....  | 21                   | .....         | 19                 | .....     | 2                                  | 21     |
| Philology.....   | 15                   | 4             | 6                  | 9         | 4                                  | 19     |
| Science.....   | 34                   | 3             | 28                 | .....     | 9                                  | 37     |
| Applied Science, Technology, Engineering.                              | 35                   | 4             | 25                 | 1         | 13                                 | 39     |
| Medicine, Hygiene...   | 20                   | 9             | 22                 | 5         | 2                                  | 29     |
| Agriculture.....   | 21                   | 1             | 21                 | .....     | 1                                  | 22     |
| Domestic Economy....   | 3                    | 1             | 4                  | .....     | .....                              | 4      |
| Business .....   | 6                    | .....         | 6                  | .....     | .....                              | 6      |
| Fine Arts .....  | 18                   | .....         | 11                 | .....     | 7                                  | 18     |
| Music .....  | 7                    | .....         | 5                  | .....     | 2                                  | 7      |
| Games, Sports, Amusements .....  | 12                   | 1             | 12                 | .....     | 1                                  | 13     |
| General Literature, Essays.....  | 26                   | 3             | 21                 | 1         | 7                                  | 29     |
| Poetry and Drama....   | 29                   | .....         | 18                 | 5         | 6                                  | 29     |
| Fiction .....  | 77                   | 1             | 64                 | 4         | 10                                 | 78     |
| Juvenile Publications..  | 21                   | .....         | 20                 | .....     | 1                                  | 21     |
| History.....   | 28                   | .....         | 17                 | 1         | 10                                 | 28     |
| Geography and Travel.  | 68                   | .....         | 48                 | 5         | 15                                 | 68     |
| Biography, Genealogy.  | 33                   | ...           | 17                 | 3         | 13                                 | 33     |
| General Cyclopædias, General Works, Bibliographies, Miscellaneous..... | 7                    | 5             | 12                 | .....     | .....                              | 12     |
| Total.....   | 645                  | 42            | 537                | 43        | 127                                | 707    |



## BEST SELLING BOOKS.

ACCORDING to the *Bookman's* lists, the six books (fiction) which sold best in the order of demand during June were:

|  | POINTS. |
|--|---------|
| 1. The Long Roll. Johnston. (Houghton Mifflin).....          | 311     |
| 2. The Prodigal Judge. Kester. (Bobbs-Merrill).....          | 198     |
| 3. The Broad Highway. Farnol. (Little, Brown).....           | 196     |
| 4. Miss Gibbie Gault. Boshier. (Harper).....                 | 142     |
| 5. Qued. Harrison. (Houghton Mifflin).....                   | 114     |
| 6. The Miller of Old Church. Glasgow. (Doubleday, Page)..... | 66      |

The best selling non-fiction was:

1. The West in the East. Collier. (Scribner.) \$1.50.
2. The Doctor's Dilemma. Shaw. (Brentano.) \$1.50.
3. Woman and Labor. Schreiner. (Stokes.) \$1.25.
4. How to Live on Twenty-four Hours a Day. Bennett. (Doran.) 50 cents.
5. Mental Efficiency. Bennett. (Doran.) 75 cents.
6. The Principles of Scientific Management. Taylor. (Harper.) \$1.50.

The best selling juveniles were:

1. The Motor Boys Series. Young. (Cupples & Leon.) 60 cents.
2. The Rover Boys Series. Winfield. (Grosset & Dunlap.) 60 cents.
3. The Story Girl. Montgomery. (Page.) \$1.50.
4. The Young Pitcher. Grey. (Harper.) \$1.25.
5. Peter Rabbit Series. Potter. (Warne.) 50 cents.

## PROFITING BY "TRIFLING" EVERY DAY EXPERIENCES.

SHREWD men are continually picking up valuable suggestions from the practices in other lines of business. A mere waiter in a restaurant once supplied the answer to a problem which was causing a salesman acute dyspepsia. The salesman travelled for a millinery house which was continually sending him word that certain goods were sold up. Whenever he had to tell this to one of his customers, there was trouble. He could explain until he was red in the face, but nothing really explained to that customer why he could not have what he wanted when he wanted it. One day this salesman wandered into a restaurant toward the fag end of the luncheon period. Of the thousand dishes on the bill of fare, but one appealed to him. He ordered it.

In a few minutes the waiter returned and informed him: "Sorry, sir, but we're all out of scallops."

The salesman frowned, but before his irritation had time to mass, the waiter bent toward him. "We've got some, sir," he said, "but I looked 'em over and made up my mind they weren't good enough to serve you."

The gentle flattery drew the sting. In a

flash the salesman realized that here was the pat answer to his own exigency. That waiter received a tip which made him drop a dish.

Tact holds. The corner newsboy, who, as soon as he sees you coming, pulls out the same two newspapers you bought of him the night before—well, you'll not be tempted to buy your papers of any other boy.

Tact holds, but courtesy gets in the real punch. The clerk in the Fifth Avenue manufacturing jewellers, who shows you his entire stock with the pride and enthusiasm of a numismatist exhibiting his collection, is making a new customer of you. He has a dome through which real thoughts flit. He is one of those rare clerks who realize that he draws his pay, not from his employer, but from his customers; hence, this courtesy. Very few clerks understand that the public is their real paymaster. If they did, we should not experience that "holier-than-thou" treatment which the hall-room boy borrows from the hotel clerk. From most clerks, courteous treatment is as uncertain, as accidental, as a sneeze. Many a store employs help who don't deserve the name.—*System*.

THE FABLE OF THE WISE HUSBAND,  
AND THE ONE WHO THOUGHT  
HE WAS.

ONCE there was a Man who wanted to do the Right Thing by his loving Spouse and numerous Progeny, so every Saturday Afternoon, when he got away from the Bank, where he accepted a Salary for counting other people's Money, he hid himself to the nearest Candy Store, and exchanged some of his Easy Money for several Pounds of assorted Chocolates and Bong-bongs, wherewith to regale his Loved Ones at Home and pave the way for a Rushing Business with the dentist Later On. In addition to these Pleasant and inexpensive Dental Prospects, his faithful Spouse was accumulating a large and varied Assortment of chaste and elegant Pasteboard Boxes, with rich, enticing, embossed Gold Lettering—and that was about All.

The other Man, being clever, and consequently possessed of a base, Mercenary turn of Mind, realized that one Dollar invested in Books would not only go about four times as Far and last Forever, but would help a whole Lot in creating a Literary Atmosphere of the kind not usually found outside the Inner circles and the Select Few. This man squandered his money recklessly at the Village Bookstore, where the local High-brows were wont to congregate and discuss Henry James and Laura Jean. He discovered that the Bookseller, although somewhat short-suited on Ibsen and not strong on Maeterlinck, was one of those Discerning Ones who know a Good Thing when it obstructs their Vision; and that he maintained a Large Table of the best XXX four-ply Fiction, and other Variegated Brain Products, guaranteed under the Pure Food and Drug Act, at only four bits per throw.



Hitherward ambled our Friend every Saturday Afternoon, and before you could Bat an Eye he had two Precious Volumes, neatly wrapped in Blue Paper and tied with a Pink String, tucked under his Arm for Wifey, who was a Leading Spirit in the Women's Lit'ry Club, and had a Reputation to Maintain. The satisfaction and Pleasure derived by Wifey in the absorption of these two products of Real Genius, together with such trifling Household Duties as usually fall to the lot of Lovely Woman just about Kept her Busy for the ensuing Week, and prevented her from taking part in such ordinary Feminine Dissipations as Pink Teas, embroidered Sofa Pillows and Real Lace hand-worked Towels. Thus a happy and contented Home was assured, and Father had no Difficulty in getting Away to spend an Occasional Evening down town with the Boys.

Moral: Try it and see.—"George Help!" in Grosset & Dunlap's *Business Promoter*.

### THE DECLINE OF THE MARBLED EDGE.

COMPARING the binding of twenty-five or thirty years ago with those of to-day, one cannot fail to note the absence of the marbled edge in the majority of the modern bindings.

The beautiful color effects shown in the hand-made, gold vein, and other marbled paper of to-day are both artistic and harmonious. They indicate a decided improvement over the antique patterns, primitive in design, and glaring in contrast, of the long ago period. They illustrate the fact that in the production of papers the art of marbling has steadily progressed.

As practiced in the average shop, marbling was for a long time mysterious and uncertain, says Howard Morton in the *International Bookbinder*. With little apparent definite method in the different operations, results were often disappointing and discouraging, much time and patience being wasted. The appearance, some years ago, of "Halfer's Art of Marbling," did much to educate the marbler into better and more certain methods of procedure, replacing the haphazard and unreliable ideas in vogue at that time. In giving the results of years of study, the author pointed out the properties of colors, the action of gums, and applied rules for every step, explaining in detail all the various operations. It is generally conceded that the results attained are not surpassed, and the benefit to the marbling craft of the knowledge thus obtained invaluable.

Chief among the causes of the decline of the marbled edge is a change in taste for fine binding, which has largely discarded the delicate calfs, and substituted the more durable levants, moroccos and leathers of this nature; and, as in a majority of cases, the edges are either gilt all around or gilt top, this change has practically displaced the half and full calf marbled edges, full gilt back, a style much in favor in English, French and American binding of the earlier period.

The solid color is very effective and makes a pleasing combination on many grades of work, printed or blank. Easily applied, much time is saved by its use.

In the small shop, where marbling is seldom done, the difficulty of keeping an outfit in workable condition is a feature that discourages its use. The gum has become sour, the colors dry and neglected, and the various appliances misplaced. To make a success under these adverse conditions, the marbler must have everything in such shape that in a few hours' notice he can be ready to proceed.

If marbling is again to be a popular mode of decorating edges, it must not remain in the luck and chance class. There must be a definiteness about all its various phases that makes it as easily applied as a sprinkled or colored edge. To compete with its substitutes it must be shown that it is not many times more expensive in its application. There is no doubt that fashion may again change.

### OBITUARY NOTE.

MYRTLE REED McCULLOUGH, author of a score or more of popular novels, committed suicide August 17 while "temporarily insane from insomnia and depression," according to the coroner's verdict. She was the wife of James Sidney McCullough, a real estate dealer. He was absent from the city at the time on business. It is said that Mrs. McCullough loved her husband devotedly; but that their family life was not entirely happy. She was born in Chicago, in 1874, educated in the public schools, and began to write when a student in the West Division High School. As editor of the school paper, the *Voice*, she contributed verse and short sketches and stories. Her husband was then editor of a college paper in Toronto, Canada, which had the *Voice* on its exchange list. He was struck with the cleverness of some of the girl's contributions, and a correspondence began which ended in their marriage in 1906. One of her novels, "A Spinner in the Sun," it has been said, tells the story of her love affair. Among her other books were: "Love Letters of a Musician," 1899; "Later Love Letters of a Musician," 1900; "The Spinster Book," 1901; "Lavender and Old Lace," 1902; "Pickaback Songs," 1903; "The Shadow of Victory," 1903; "The Master's Violin," 1904; "The Book of Clever Beasts," 1904; "At the Sign of the Jack o' Lantern," 1905; "Love Affairs of Literary Men," 1907; "Flower of the Dusk," 1908; "Old Rose and Silver," 1909.

### PERSONAL NOTES.

A. WESSELS will, beginning September 1, take a position with the Baker & Taylor Company.

FRANK L. CHAMBERLIN, formerly book and stationery buyer for the Shepard Company, Providence, R. I., has accepted a position with the Palais Royal, Washington, D. C., and on September 1 takes charge of their enlarged book and stationery department.



## PERIODICAL NOTES.

THE OUTING PUBLISHING COMPANY announces that it has taken over the magazine *Yachting*. Beginning with the October issues *Yachting* will be published from the Outing Publishing Company's offices. Herbert L. Stone will continue to be its editor.

ALBERT ELLERY BERGH has resigned as managing editor of the *Columbian Magazine*, to assume the editorship of a new illustrated monthly, the *Continental*, the first issue of which will appear in New York about the middle of October, and will sell at fifteen cents. The *Continental* will be conducted as a national medium devoted to literature, science and art. The *Continental* Publishing Company claims to have a capitalization of \$1,000,000. P. M. Raymond, the advertising manager, formerly filled the same position on the *Columbian Magazine* and developed successfully the co-operative ideas there. Floyd Lefferts, the circulation manager, also hails from the *Columbian*. The company's offices are at 320 Fifth Avenue, New York City.

BOOKSELLERS or newsdealers who hear of the operations of unauthorized or fraudulent subscription canvassers, or who themselves have got into trouble through dealing with crooked gentry of this type should secure of Mr. Tessaro, secretary of the Periodical Publishers' Association, 156 Fifth Ave., New York, a copy of his "Bulletin of Discharged or Criminal Agents, No. 12." It lists over a thousand subscription swindlers of various kinds, with their names and descriptions, as well as a little supplementary "rogue's gallery" of the more important recent convictions secured by the association. The association offers a standing reward to those securing the arrest and conviction of fake subscription agents.

## LITERARY AND TRADE NOTES.

B. HERDER, St. Louis, will publish on September 7 a new book by John Ayscough, entitled "Hurdcott."

THE first work to appear from Sudermann's pen since "The Song of Songs" is announced for fall publication by B. W. Huebsch, a story of gay Berlin life entitled "The Indian Lily."

"TWO APACHES OF PARIS," the new novel by the joint authors of "The Shulamite," is reported by William Rickey & Company, the publishers, to be selling beyond their best expectations.

"A PRAIRIE COURTSHIP," by Harold Bindloss, to be published September 8 by Frederick A. Stokes Company, is a story of keen struggle and unexpected victory in the vein that has brought the author steady popularity.

A. C. McCLURG & Co., Chicago, report that the continued demand for Haydon's "The Riders of the Plains: a Record of the Royal Northwest Mounted Police of Canada," has called for another large reprinting (the 5th). The book was published last fall.

IAN HAY, the author of "A Man's Man"

and "The Right Stuff," is spending the summer at Alt-na-Craig, Oban, Scotland. His new novel, "A Safety Match," which is appearing serially in one of the magazines, will be published in book form by Houghton Mifflin Company in October.

MISS HILDEGARDE HAWTHORNE has written a book, "The Lure of the Garden." It will have many full-page illustrations in color by Maxfield Parrish, Jules Guerin, Ivanowski and others. Reproductions of beautiful photographs are to be added. The Century Company will issue the volume in the autumn.

THE prologue of Marie Corelli's forthcoming book, which will be published by the Doran Company in September, contains what is probably one of the frankest and most unusual discussions of her relations with the publishing houses which have handled her books. In fact, the prologue as a whole is a most interesting bit of literary autobiography—a sort of *apologia pro vita sua*.

LIBRARIANS especially will be interested in the leaflet catalogues of books specially bound in reinforced library bindings, sent out by the H. R. Hunting Co., of Springfield, Mass. The binding is prepared especially for hard usage in public libraries, hand sewed, with backs of pigskin and keratol sides. Among the titles listed are Mrs. Wister's translation, the Lang fairy books, the *Every Child Should Know Series*, etc.

MESSRS. METHUEN, the English publishers, have just published an exhaustive work on rubber, by Dr. Philip Schidrowitz, a well-known expert. The book describes and reviews in a thoroughly practical and critical manner the different branches of the rubber industry, and deals with the chemistry, physics and mechanics of rubber in its various forms. The work is profusely illustrated.

AMONG the books of educational interest on the fall list of A. C. McClurg & Co. are "One Thousand Books for Children," by P. W. Coussens, a carefully compiled list of books suitable for children of all ages, by a writer and editor of children's books. Of special interest to high school students and teachers is "The High School Debate Book," by E. C. Robbins, which contains briefs on all questions of the day and bibliographies of general, affirmative, and negative authorities on each subject treated. There are also chapters on debating and brief-making.

FOUR important novels to be published this fall by Charles Scribner's Sons are "The Song of Renny," in which Maurice Hewlett has gone back to the romance and gorgeous coloring of the Middle Ages; "The Man Who Could Not Lose," a collection of dramatic short stories by Richard Harding Davis; "The Confessions of Artemas Quibble," the story of a one-time practitioner, undoubtedly a rogue, but unquestionably very human, by Arthur Train, and Edith Wharton's "Ethan Frome," a clear-cut love story of New England life.

It may not be generally known that Wil-



liam J. Locke, creator of the "Beloved Vagabond," "Septimus" and Clementina Wing," is by birth a South American, being born in British Guiana in 1863. Although both his parents were of pure South of England families, our neighboring continent can certainly claim a good share in the author, for, outside of a brief sojourn in England, Locke's school days were passed in Trinidad, where he was educated at the Queen's Royal College. There he won a government scholarship which sent him at the age of seventeen to St. John's College, Cambridge, for his university career. As a child he heard continually the Creole French of the Trinidad natives, which gave him the foundation for his present excellent knowledge of the French language.

THE publishers' school of Leipzig graduated this year 354 scholars, including 67 helpers who took part in the work. The course is an all-embracing one, and for practical work visits are made to various establishments, as paper and color-print factories, newspaper and book printing rooms, binderies, etc., in the vicinity. The school has but just entered a new and adequate building, which will add materially to the scope of the school. On the same lines the corporation of Berlin booksellers arranged for a summer lecture course in the commercial high school of Berlin, which covers the publishing trade in all its aspects and for which an average fee of five marks is charged. These are striking examples of German thoroughness in the upbuilding of a trade.

THE girls are not neglected in Lothrop, Lee & Shepard's list of good things for fall. Amanda M. Douglas has the ninth of her *Helen Grant Books*, "Helen Grant's Harvest Year," which sees the realization of her long anticipated trip abroad. "Victorine's Book," by Nina Rhoades, well known as the author of the *Brick House Books*, is for older girls than the *Brick House* stories. "The Four Gordons," by Edna A. Brown, a book for girls, and boys as well, from thirteen to sixteen, relates the experiences of a girl and her three brothers at home and school during the absence of their parents for a winter in Italy. For smaller children there's a new Prue book, "Prue's Merry Times," by Amy Brooks; and the tenth volume of the *Dorothy Dainty Series*, too well known for further comment, by Amy Brooks. This last is called "Dorothy Dainty at the Mountains."

G. P. PUTNAM'S SONS will publish this fall "Love in a Little Town," by J. E. Buckrose, the story of a girl who goes from a sheltered life into a new world, where obstacles are to be overcome and trials endured. Stella Callaghan's "The Little Green Gate" is a dainty love story with a tranquil setting. "Love Versus Law," translated from the French of Colette Yver by Mrs. Bradley Gilman, treats of the new woman question and the divorce question in France to-day. In "Vagabond City" Winifred Boggs pictures a hero untrammelled by convention, who, married to a woman small-souled and commonplace, meets the dream woman to whose personality he inevitably responds.

AMONG the juvenile books which the Stokes Company is announcing for publication for the coming holiday season are "The Moving Picture Book," by A. Z. Baker, a book in which the figures in the pictures actually move; "The Runaway Equator," by Lilian Bell, a whimsical fantasy; "Animal Secrets Told," which explains the curious "why's" of noses and toes, both accurately and scientifically, in a way to get the youngsters to use their powers of observation on common beasts; and another Dimock book, "Dick Among the Seminoles." By Stella Perry is a book for reading young children to sleep, called "Go to Sleep," which by clever repetition of the idea of slumber lulls them to dreamland. Frederick White, the comic artist, has an amusing series of pictures and verses called "Good Cats and Bad." There are seven new books by George Alfred Williams, author of the *Glue Series*. Several new editions of standard books, such as Kingsley's "Water Babies," and "Robinson Crusoe," are also announced by Stokes.

HURST & COMPANY are calling special attention to their *Boy Scout Series*, which has been highly endorsed by members of the Boy Scouts organization. "The Boy Scouts of the Eagle Patrol" was the first volume; new volumes this fall are "The Boy Scouts on the Range" and "The Boy Scouts and the Army Airship." Another series that boys everywhere are "keen for" is the *Boy Aviator* stories of Capt. Wilbur Lawton. The latest volume is "The Boy Aviators' Polar Dash, or Facing Death in the Antarctic." Similarly for the girls, Margaret Burnham has written a *Girl Aviators Series* that promises to rival the boys' series as a seller. "The Girl Aviators and the Phantom Airship," "The Girl Aviators on Golden Wings" and "The Girl Aviators' Sky Cruise" are the titles now ready. The lives of the Presidents in the *Log Cabin to White House Series* invite a lad to serious but no less interesting reading; while the *Frank Armstrong Series* of athletic stories and the *Oakdale Academy Series* are full of clean sport. New additions appear also in the popular *Bungalow Boys Series*; the *Motor Rangers Series*; the *Dreadnought Boys Series* and the *Motor Maids Series*, the latter being wholesome stories of adventure for girls.

WILLIAM RIDER & SON, the English publishers, recently issued an interesting "Book of Ceremonial Magic," by Arthur Edward Waite, which had a long review in the *Times*. "Mr. Waite quotes extensively from the rituals, and anybody who is so foolish as to wish to experiment in the black art will find in his book detailed information as to the making of talismans, the magician's rod and other instruments, magic circles, etc. There are numerous specimens of incantations, and the various processes for calling up demons, discovering hidden treasures, raising the dead, and so forth, are fully described. As a rule the magical processes involve a very considerable expenditure of time and money, but the authorities sometimes give an alter-



native method for the use of busy people of small means. Here is a specimen of the conjurations: 'Besticum consolatio veni ad me Creon, Creon, cantor laudem omnipotentis et non commentur. Stat superior carta bient laudem omniestra principem da montem et inimicos meos o prostantis vobis et mihi dantes que passium fieri sincisibus.' "The Latin is in an advanced state of decomposition," adds the *Times*. "But uttered after proper preparation this spell will bring three persons into your chamber."

A NATIONAL library for the blind is promised for Washington, where an association of philanthropists proposes to erect a large building for the use of blind readers, for the preparation and preservation of texts in raised type, and for the widest possible circulation of these books among those needing them. Thomas Nelson Page is the president of the society, and will write the first book to be printed by it for sightless readers. The association is especially needed because of the recent cessation of the Congressional Library's activities for the blind, Mr. Putnam having decided that such work does not properly belong to the library, with the result that its books, sheet music, etc., for the blind have been transferred to the District of Columbia Library. This library, however, can give up to them only its basement. Accordingly, a special building, partly self-supporting by means of a large auditorium that it will contain, and that will be rented for lectures and other entertainments, is what the new society hopes soon to have. Then it may be possible to respond satisfactorily to the pathetic appeal of a Boston blind man who recently asked, on behalf of himself and his 80,000 fellow unfortunates: "Why cannot we have a few of the healthy, wide-awake novels of the present day, such as our brothers are reading and everybody is talking about?"

A. TREHERNE & Co., LTD., London publishers, make a special feature of their miniature editions, some of which might become better known in this country than they are. There are several series of these, the largest of which is the *Miniature Classics*, containing fifty-two volumes, i.e., forty of Shakespeare's works and a dozen of such well-known books as Gray's "Elegy," Keats's "Sonnets," Omar's "Rubáiyát," etc., for sale separately at 1s. The Shakespeare volumes are bound in velvet calf, but for presentation and other purposes they are supplied in sets, bound in tree calf, morocco or lambskin. Fixed or revolving cases to hold these sets, of proportionately miniature size (6-in. square by 8-in. high) are supplied for a small extra charge. In tree calf and also in morocco and vellum gilt, these tiny volumes (2½ by 2-in.) are charming little books. They are also supplied in velvet calf, with overlapping edges, or in cloth at 6d. Small as they are, they are excelled in this respect by the "Baby's A.B.C." and the "Baby's Own Book," which measure only about 1-in. by 1½ in., and contain 18 full-page illustrations in color. At 9d. each they

are genuine bibliographical curiosities, and the same remark may be made about the aptly-named "Matchless Books," which present externally the similitude of an ordinary match box, but by manipulating one of the smaller sides open out as a book. In this series there are abridged editions of such works as "The Arabian Nights" and "Robinson Crusoe," each with a number of colored illustrations. There are two sizes, small and large, at 1s. and 1s. 6d., respectively. Other color illustrated children's books issued by the firm in unusual styles include the "Wallypug Book," 3-in. square, and the "Stump Books," 6½-in. by 1½-in., with leather thong fastening. This kind of thing is useful as a novelty for the alert bookseller.

## BUSINESS NOTES.

CHICAGO, ILL.—Browne's Bookstore will remove September 1 to commodious quarters on the street floor of the Fine Arts Building, 412 South Michigan Boulevard, Chicago. The store has for four years occupied space on the seventh floor of this building, and by this move will take its place among the many high-class shops which line this exclusive thoroughfare. Browne's Bookstore has been known as one of the most artistically-arranged bookstores in the country, and the fittings in the new store will be carried out in thorough harmony with this idea.

LOS ANGELES, CAL.—The Los Angeles News Company, although only incorporated last June, has been doing business for over five years. Our notice in the PUBLISHERS' WEEKLY for August 5 may have been misleading.

NEW YORK CITY.—D. O'Loughlin, who for the last twenty years has been in the publishing business, and who is the owner and manager of the Gorden Publishing Company, formerly the Twentieth Century Publishing Company, was evicted on a warrant Wednesday, and about \$15,000 worth of books and office furniture were seized and removed to the warehouse of the Knickerbocker Storage Company. Mr. O'Loughlin published religious and scientific works, and in connection with his publishing business managed the Humbolt Library of Science.

NEW YORK CITY.—McBride, Winston & Co. announce a change in the firm name to McBride, Nast & Co. This change has been brought about through the acquisition by Condé Nast, who has been a director, of Mr. Winston's interest in the company. Mr. Winston remains a director.

TALLAHASSEE, FLA.—The book and stationery store of J. F. Hill, which was burned recently, will be rebuilt.

## BIBLIOGRAPHIC NOTES.

CATALOGUES OF NEW AND SECOND-HAND BOOKS.

W. H. Smith & Sons, 186 Strand, London, Monthly supplement of latest additions; works on Labrador, Lancashire, law, London, military history and biography, motoring, mountaineering and music. (June.)



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Draper, L. C., King's Mountain.

Sparks, W. H., Memoirs of 50 Years.

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Mo. Court of Appeals, vol. 118.

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History of the War of 1812.

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*Illustrated London News*, New York ed. of July 29th, 1911.

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**Campion & Co., 1316 Walnut St., Phila., Pa.**

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**Carnegie Library, Pittsburgh, Pa.**

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Residence of Two Years in That Country, pref.

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**Carpenter & Mathis, No. Texas Bldg., Dallas, Tex.**

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Butcher, Pioneer History of Custer Co., Neb.

Mass. Hist. Society's Collections, 5th series, vols.

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series, vols. 1-10.

Mass. Hist. Society's Proceedings, 1906 to date.

**A. S. Clark, 218 Washington St., Peekskill, N. Y.**

Bulletin no. 1, Nat. Soc. for Promotion of Industrial Education.

**W. B. Clarke Co., 26 Tremont St., Boston, Mass**

*Century Magazine*, 1887.

The Egregious English, Eng. ed.

Destiny and Desire, Watson.

History of Stratford, Conn., by Orcutt.

Genealogy of the Town of Stratford, Conn., by Benj. L. Swan.

**Cole Book Co., 85 Whitehall St., Atlanta, Ga.**

Rings and Love Knots, by Peck.

**Irving S. Colwell, 97 Geneva St., Auburn, N. Y.**

*Harper's Weekly*, 1864 and '65.

Davis, Rise and Fall of the Confederacy.

**Connor's Book Store, 232 Meridian St., E. Boston,  
Mass.**

*Philistine*, vol. 3, no. 2; vol. 8, nos. 3-6.

Little Journeys, March, 1898; all but Feb., March, April, 1897.



## BOOKS WANTED.—Continued.

## Connor's Book Store.—Continued.

Little Journeys, Socrates.  
Novelettes, 1880.

Sandy Crawford, Fayetteville, Ga.

Dr. W. F. Carver. Pub. by R. K. Fox, 1878.  
Rube Burrow's Raids. Pub. by R. K. Fox, 1891.

Davis & Banister, 389 Main St., Worcester, Mass.  
Dracula, Stokes.

Davis Book Store, 41 W. 42d St., N. Y.

Business Man's Library, 10 vols.  
Bagehot's Works, or vol. 4.

Dawson's Bookshop, 518 S. Hill St., Los Angeles, Cal.

California, Arizona and Western books wanted.

Charles T. Dearing, Louisville, Ky.

Terse Talk, by Henry Varley.  
Elisha the Tishbite, by Krumacher.

Dewitt & Snelling, 9 Telegraph Ave., Oakland, Cal.

Walton's Compleat Angler, Riverside Press ed.  
The Blazing Star, by Green. Pub. Boston.  
Bierce, Monk and Hangman's Daughter.  
Buck, Theological Compendium or Dict'y.  
Peters, Eschatology. Pub. by F. & W.  
Joaquin Miller, any 1st eds.  
Hazard's Historical Collections.

DeWolfe & Fiske Co., 20 Franklin St., Boston, Mass.

Prindle, Cyrus, Daniel Meeker Chandler, Middlebury, Vt., 1842.

Bruyere, de la, Characters, or Manners of the Age.  
Indian Games, or Games of New England Indians.  
Pub. at Salem, Mass.

Clews, Henry, Fifty Years in Wall Street.  
Lilliput, Lives.

Buckle, Hist. of Civilization.  
Morse, Fanny, Antique Furniture.  
Earle, Alice Morse, Old China.  
Hazlitt, Lectures on Poetry.

Dixie Book Shop, 41 Liberty St., N. Y. [Cash.]

Vol. 1 Macleod's Theory of Credit.  
Snyder's Am. Railroads as Investments.  
Obsolete American Securities, 1904.  
Trade Directories, 1910.

Dodd & Livingston, Fourth Ave. and 30th St., N. Y.

Titan, by J. P. Richter. Holt's Leisure Hour Ser.  
Collected Works of William Hazlitt, 12 vols., Dent.  
Chimmie Fadden and Mr. Paul.

John B. Dorman, 209 W. 4th St., Des Moines, Ia.

Century Dictionary of Proper Names.  
Teachers' and Pupils' Ency., 6 vols.  
Appleton's Ency., 6 vols.  
Ridpath's History, 9 vols.  
Stoddard's Lectures.

Chas. H. Dressel, 552 Broad St., Newark, N. J. [Cash.]

Violet le Duc, Histoire d'une Fortresse.  
G. Lenotre, Les derniers Jours de Marie Antoinette.

G Dunn & Co., 403 St. Peter St., St. Paul, Minn.

History of Jo Davis Co., Ill.  
History of 36th Wis. Regiment.  
Cassier's Magazine, March, 1910.  
International Studio, May, 1908, Jan., 1909.  
Scientific Am. Supplement, June 26, Oct. 9, 1880.

E. P. Dutton & Co., 31 W. 23d St., N. Y.

Memoirs of Henry Lennox, by Charlotte Lennox, 1804.

Richardson's Travels, 1860-'65, New Mexico-Colorado. H. H. Bancroft Co.

The Eichelberger Book Co., 308 N. Charles St., Baltimore, Md.

Bain, On Teaching of English. Appleton.

Paul Elder & Co., 239 Grant Ave., San Francisco, Cal.

The Woman's Confessional. Life Pub. Co.  
The Heart of the Bitter Root Mountains, General Carlin.

## Paul Elder &amp; Co.—Continued.

Illustrated History of Furniture. Litchfield.  
Discourses on Art, Joshua Reynolds. Cassell.

Geo. Engelke, 855-N. Clark St., Chicago, Ill. [Cash.]

Journal of Pol. Econ., June, 1896, March, '97.  
Book of Enoch. Hermetic Museum.  
Michelet's History of France.  
Appellate Reports, full set.  
Smoley, Tabl. and Sq. and Logarithm, 1896 ed.

H. W. Fisher & Co., 214 S. 15th St., Phila., Pa. [Cash.]

American Book Plates, by Allen. Macmillan.

W. Y. Foote Co., University Bldg., Syracuse, N. Y.  
Set Ingersoll.

Franklin Bookshop (S. N. Rhoads), 920 Walnut St., Phila., Pa.

Audubon's Birds of America, 1st subscription octavo ed., published in 100 parts in Phila. and New York by Chevalier, 1840-44. Five dollars (\$5.00) per part will be paid for the following numbered parts of this edition (no other edition wanted), viz.: Parts 8, 10, 15, 80. Of these parts the following portions are needed, and will be purchased as portions at proportionate prices, viz.: Pages 133-136, inclus., and plates 36-40, inclusive, of part 8 (vol. 1); plates 71-75, inclus., of part 15 (vol. 2); plates 396-399, inclus., of part 80 (vol. 6). Only untrimmed plates and text as issued in parts of the first edition wanted for the foregoing. Can also use plates 346, 488 and 491 of any octavo edition.

Old Furniture Book, by Moore, illus.

Hist. of Furniture, by Litchfield.

Style in Furniture, by Benn.

French and English Furniture, by Singleton.

Coues, Birds of Colorado Valley.

Robert Fridenberg, 6 E. 42d St., N. Y. [Cash.]

Owen, Robt. Dale, Hints on Public Architecture, 4°, 1849.

Lithographs published by James Baillie, 87th St. and 3d Ave., about 1850.

J. L. Garner, Delafield, Wis. [Cash.]

Vanini, anything by or on; any language.  
Flint, Vico (Blackwood's Philos. Classics).  
Bentham, Jeremy, Anything by.

Glick Book Concern, 615 Main St., Kansas City, Mo.

Several complete sets Blaine's 20 Years in Congress.  
Voyage of the Vega, Nordenskiöld. N. Y., 1882.  
Expedition to the Arctic Sea, Rea. London, 1850.  
Journal of H. M. S. Enterprise, Collision. London, 1889.

Voyage to the Polar Sea, Narse, 2 vols. London, 1877.

First Crossing Greenland, Nansen, 2 vols., London, 1886.

Arctic Explorations, Schley. Scribner.

In Search of Polar Continent, Harrison. Longmans.  
People of the Polar North, Rasmussen. Lippincott.  
Great Frozen Sea, Markham. C. Kegan, Paul & Co.  
Farthest North, Lanan. Appleton & Co.  
Arctic Regions, Sverdruf, 2 vols. Longmans.

Benj. F. Gravelly, Box 269, Martinsville, Va.

Vol. of Encyclop. Britannica containing article on "Theism," signed R. F. Mutilated vol. or pages containing article cut from vol. usable.

David Duncan's Life and Letters of Herb. Spencer.

Answers to Paine's Age of Reason.

Books on infidel deathbeds.

Biographical encyclopædias of atheists, infidels, free-thinkers.

Gregory's Bookstore, 116 Union St., Providence, R. I.

Uchimura, Diary of a Japanese Convert.

Jewish Yearbook, 1910.

Thwing, The College Woman.

Martin, Inventions of N. Tesla.

Isaac Hammond, Charleston, S. C.

Contributions to History of Huguenots in S. C.

Du Bose & Thomas.

Life and Opinions of David T. Hines.

A History of Carolina, Lawson.

Life of Joaquin Murieta.



## BOOKS WANTED.—Continued.

**Mrs. C. R. Hardless, 1 Ripon St., Calcutta, India.**  
[Cash.]

Boston To-day, by Drake. Little, Brown.  
The Autobiography of a Tomboy. Doubleday, Page.  
The American Slave Trade, illus. ed. Scribner.  
Famous Homes, More Famous Homes, and Other  
Famous Homes of Great Britain, 3 vols., nearly  
600 illustrations. Putnam's.  
Andrea Mantegna, by Kristeller. Longmans, Green.  
Irish Brigade. Scribner.  
The Noank's Log. Lothrop.  
The Fifer Boy of the Burton Siege. Bradley & Co.  
A Georgian Bungalow, illus. Houghton Mifflin.  
Amos Judd. Scribner.  
Historic Forms of the Western States. Putnam's.  
Historic Americans. Crowell.  
Tennessee Sketches, by L. Looney. McClurg.  
Stories of Old Virginia, and Some Colonial Home-  
steads, both by Marion Harland.  
Old Times in Dixie Land, by Merrick.  
The Old New York Frontier, by Halsey.  
Antonia, by Belden. Page.  
At the Sign of the Ginger Jar, by Rose. McClurg.  
Rugs: Oriental and Occidental, by Holt, ed. de luxe.  
McClurg.  
Mistress Joy, by Cooke and McKinney. Century.  
Pastime Stories, by Page; illus. by Frost.  
In Old Narragansett, by Earle.  
Uncle Riah's Christmas Eve and other Southern  
Stories, by Stuart. Century.  
Old Booksellers of New York.  
American Authors and Their Homes; ed. with intro-  
duction by Halsey. James Pott.  
Agnes Surriage, by Bynner.  
Penelope's Suitors, by Bynner.  
A Little Upstart, by Rideing.  
A Hopeless Case, by Rawcett.

**F. B. Hartranft, 49 Pearl St., Hartford, Conn.**  
Olmsted, F. L., Back Country; Cotton Kingdom.  
Young, Travels in France; Tour in Ireland.  
Trollope, Domestic Manners of Americans.  
Martineau, Society in America.  
Battles and Leaders of Civil War, 4 vols.

**Bruno Hessling Co., 64 E. 12th St., N. Y.**  
Chandler, Construction Details.

**E. Higgins Co., Toledo, O.**

Ten O'Clock, by Whistler.  
Dr. Nikola, by Boothby.

**E. Higgins Co., Grand Rapids, Mich.**  
David, Falaise of the Blessed Voice.

**Walter M. Kill, 831 Marshall Field Bldg.,  
Chicago, Ill.**

Ebers, Geo., Story of My Life, trans. by Mary  
Stafford.  
The Hierophant, by Hewart.  
Biography of Walling, Chief of Police, N. Y.  
Harvard Studies.  
Justine.

**Hirschfeld Bros., Ltd., 13 Furnival St., Holborn,  
London, E. C., Eng.**

Transactions of the American Orthopedic Assoc.,  
vols. 4 and 5.

**Paul B. Hoerber, 69 E. 59th St., N. Y.**  
Griffith, Medical Botany.  
Flint, Phthisis.  
B. Joy Jeffries (Boston) on Color Blindness.  
Claude Bernard, Physiology.

**A. J. Huston, 92 Exchange St., Portland, Me.**  
New England Magazine, April, 1908.  
Dana's System of Mineralogy.  
First and Fifth Book of Æneid, translated into  
modern American.  
Hyde, Following the Greek Cross.  
Whitehead, Wm. H., Early History of Perth Am-  
boy, 1856.

**International Magazine Co., Elizabeth, N. J. [Cash.]**  
Harper's Weekly, vols. 2 and 4.

**G. A. Jackson, 5 Pemberton Square, Boston, Mass.**  
Print Old Boston, Beacon Hill from Thurston's  
House.  
10 Ames Cases Trusts, 2d ed.  
Harvard Law Review, vols. 1 to 14.  
Baker & Hart's Catalogues Washington Prints.

**William R. Jenkins Co., 851 6th Ave., N. Y.**  
2 copies Paris as It Is, by Le Forest. Doubleday,  
Page & Co.  
Bible Beautiful, by Hull. Pub. by L. C. Page & Co.,  
bound in white cloth.  
Swindlers and Their Victims, by Davidson.  
Brain Work and Over Work, by Wood.  
Use of the Microscope, by Friedlander.

**Jennings & Graham, 14 W. Washington St.,  
Chicago.**

Gowan, Preaching and Preachers.  
Carpenter, W. Boyd, Lectures on Preaching.  
Paxton-Hood, Lamps, Pitchers and Trumpets.  
The Preacher and His Place, Greer.  
The Philosophy of Preaching, Behrends.

**The Jones Store Co., Kansas City, Mo.**  
Edith O'Gorman.

**The Kendrick-Bellamy Stationery Co., Denver,  
Colo.**

Fringe of an Art, by Vernon Blackburn. A. Wessels.  
Virgil's Æneid, Anthon ed. American Book Co.  
Old Scores and New Readings, Runciman. A. Wessels.  
Block System of Signaling, Adams. Pub. Ry. Age  
Publishing Co.  
Last Cruise of the Mohawk, Henderson. Scribner.  
Idiocy and Its Treatment, ed. Seguin. Lemcke &  
Buechner.  
Red Laugh, by E. N. Audreiff.  
Mountains and Mountain Climbing, Adams.

**Kruger & Wheat, 117 E. 23d St., N. Y.**  
The Savoy, periodical, 1896-97, London. Single  
numbers or complete volumes.

**P. E. Kubel, 820 S. Broadway, Los Angeles, Cal.**  
Genealogy Marsh Family.  
Genealogy Howe Family.  
Genealogy Jennens and other families.  
The Cloud World, Samuel Barber.  
Anything on clouds.

**P. C. Kullman & Co., 68 Wall St., N. Y.**  
Airline News, odd numbers or bound volumes. Pub-  
lished in the interest of the Chicago-New York  
Electric Air Line Company.

**Charles E. Lauriat Co., 385 Washington St., Boston.**  
American Nobility, De Coulevain.  
Eve Triumphant, De Coulevain.  
Semi-Detached House, Ticknor and Fields.  
Famous American Composers, by Rupert Hughes.  
Hull House, Maps and Papers, by Jane Addams.  
Crowell.

Have You a Strong Will?, by C. G. Leland. Lane.  
World Almanac, 1910, 1911, cloth.  
How to Play Bridge, by E. A. Tinkham.  
Boy Travellers in the Levant, by T. W. Knox.  
Harper.  
The Greek Gulliver, A. J. Church, editor. Seely.  
Sarah Tuldon, by Orme Angus. Little, Brown & Co.  
Ragnarok, by Donnelly.

**Lexington Book Shop, 120 E. 59th St., N. Y.**  
The Churchill Family in America.  
Knapp's Life of George Borrow.  
Nation, first 7 vols.  
Drummond's Habitant, 1st ed.  
Stockton, vol. 4, Japan paper.

**Library Clearing House, 663 Wells St., Chicago, Ill.**  
Thoreau, Week on Concord and Merrimack, '49.  
Buchanan, Under the Microscope.  
Ronalds, Pyrus Malus Brentfordensis. Lond., 1831.  
Cole, American Fruit Book. Boston, 1851.  
Book-Lover, March and April, 1904.

**Library of Congress, Washington, D. C.**  
Symonds, John Addington, blank verse. N. Y.,  
Scribner, 1895.

**Little, Brown & Co., 34 Beacon St., Boston.**  
2 copies Ames on Forgery, 1899 ed.

**W. H. Lowdermilk & Co., Washington, D. C.**  
Diary of Wm. Byrd of Va.  
Diary of a Young Lady of Va.  
Sale, Manors of Va. in Colonial Times.  
Sidney Webster, Misuse Legal Tender.  
Trumbull, Essays Banking and Paper Money.  
Tausig, Money and Prices.  
Ramsay, History United States.  
Atkinson, Use and Abuse Legal Tender.



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## W. H. Lowdermilk &amp; Co.—Continued.

Robert, Parliamentary Syllabus.  
Timlow, History Southington, Conn.  
Clark, History Education in Alabama.  
Miller, History of Alabama.  
The Mayflower Compact.  
Bailey, Cyclopædia Horticulture.  
Bailey, Cyclopædia Agriculture.

## Macauley Bros., Detroit, Mich.

Blackbird, A. J., History of Ottawa and Chippewa Indians. Ypsilanti, 1887, 12mo.  
Butterfield, C. W., History of the Discovery of the Northwest by John Nicolet in 1634, with Sketch of His Life. Cincinnati, 1881.

## T. J. McBride &amp; Son, 71 Broadway, N. Y.

Egyptian Princess, Geo. Evers. Appleton.

## A. C. McClurg &amp; Co., 215 Wabash Ave., Chicago, Ill.

Ober, Travels in Mexico.  
Herndon, Life of Lincoln, 3 vols.  
Schoolcraft, Indian Tribes, 6 vols.  
Stoddard's Lectures, 15 vols.  
Oriental Tales, 15 vols., cloth, new set.

## McDevitt-Wilson, 30 Church St., N. Y.

Morley's Life of Gladstone.  
4th and 5th Annual Reports of Regents of the Univ. of Albany, 1850-1855, Rev. ed.  
Bonchof's The Book; Its Printers, Illustrators and Binders, from Gutenberg to the Present Time.  
The Pentateuch of Printing, by Wm. Blades.  
Love on Skates.

## Joseph McDenough Co., 98 State St., Albany, N. Y.

Porter's Rhetorical Reader, 2 copies.  
I. C. S. Building Construction, etc., complete.  
Papyrus, nos. in 1904-08.  
Gay, Beggars' Opera, old ed., with music.  
Philip Honis Diary, 2 vols.

## McGraw-Hill Book Co., 239 W. 39th St., N. Y.

Drinker, Tunneling Explosions Compound and Rock Drills.  
Kunz, Gems and Precious Stones.

## Alexander McQueen, Glenview, Ill.

Futrelle's Thinking Machine on the Case.

## Henry Malkan, 42 Broadway, N. Y.

Journal of American History, vol. 2, in parts.  
Dying to Self.

## J. J. Mangan, 174 So. Common St., Lynn, Mass. [Cash.]

Ticknor's Spanish Literature, 3 vols.  
Works of Lope de Vega, in Spanish.  
Any standard Spanish authors in original.  
Papyrus, odd nos. or vols.

## M. Markowitz, 297 Bowery, N. Y.

Dracula, by Bram Stoker.  
Speeches from the Dock.  
Collar's 1st Year German.  
Old Rose and Silver, cheap copy, by Reed.

## Martin &amp; Allarday, Fries Building, Frankford St., Frankford, Pa. [Cash.]

Conover Family, anything.  
Buck Genealogy.  
Bergen Genealogy.  
Dutch Settlers, by G. C. Beckman.  
Herrick Genealogy.  
Stone Genealogy, by Wm. L. Stone.  
Archer Families, English publication.

T. W. Mathews, The Chelsea, Portsmouth, Va.  
Ravenscliff, by Mrs. Marsh. Pub. about 1850.

## Isaac Mendoza, 17 Ann St., N. Y. [Cash.]

Bruce, Economic History of Va. in the Seventeenth Century, 2 vols.  
Bruce, Institutional History of Virginia in the Seventeenth Century, 2 vols.  
Bradburn, Breeding and Developing the Trotter.  
Linsley, Morgan Horses.

## Merwin-Clayton Sales Co., 20 E. 20th St., N. Y.

Walters's Oriental Ceramic Art, 10 vols., folio, also Reference book bound in silk. Must be as new.

## William H. Miner, Cedar Rapids, Ia.

Australasia and the South Seas. Wanted to purchase any old views, drawings, manuscripts, log-books, diaries and letters of convicts, oil-paintings, Capt. Cook relics, pamphlets and books relating to any part of Australia, New Zealand and the South Pacific Islands.

## Moody's Magazine, 35 Nassau St., N. Y. [Cash.]

Wellcome's Photographic Exposure Record and Diary, latest ed.  
Apples of New York, vol. 1.

## S. S. Moore &amp; Co., Charleston, W. Va.

An Index to Poetry and Recitations, Edith Granger.

## Morris Book Shop, 104 So. Wabash Ave., Chicago, Ill. [Cash.]

O'Donnell's Love Poems of Three Centuries.  
Lady Brassy's Voyage in the Sunbeam.  
Two Sticks, Eshelman. Pub. in Kansas.  
Like Another Helen, Horton.  
Tyner, Through the Invisible.  
Field, Passing of Mother's Portrait.  
Justine.  
Gregg, Creed of Christendom. Chicago, '88.

## N. F. Morrison, 314 W. Jersey St., Elizabeth N. J.

Bicentennial of Newark.  
Supplement to vol. 6 N. J. Hist. Soc. Collections.  
Winston (Isaac), Genealogy of.

## John J. Newbegin, 315 Sutter St., San Francisco, Cal.

Christ, the Spirit, by the author of Remarks on Alchemy or the Alchemist.  
Burnham's Report of the Chicago World's Fair.  
The Book of Enoch, tr. from Dillman's Ethiopic text, ed. by R. H. Charles.  
Anatomy of Negation, by Saltus.  
Transaction in Hearts, by Saltus.  
Scaffolds and Altars, by Saltus.  
When Dreams Come True, by Saltus.  
Greybeards at Play, by Chesterton.  
Wild Knight, by Chesterton.  
Poems of François Villon.  
Wright's Shakespeare, 40 vols.  
Stoddard's Lectures, 14 or 15 vols.  
Century Book of Names.  
Memoirs of Jean Casanova.  
Works of Dr. Jacobus.  
Publications of Charles Carrington.  
Aphrodite, by Pierre Louiys.  
Fair and Gallant Women, by the Abbe Brantome.  
Books on San Francisco and California.

## N. Y. Medical Book Co., 45 E. 42d St., N. Y.

Thacher, Biography.  
Jackson, Letters to a Young Physician.  
Amer. Jrl. of Medical Sciences, Aug., 1835; Jan., '46.

## W. W. Nisbet, 12 S. Broadway, St. Louis, Mo.

Our Life Among the Iroquois.  
Zola, La Terre.  
I. C. S. Sheet Iron and Metal Work.  
Trollope (Anthony), Works.  
Lecky, History of England in 18th Cent., v. 7 and 8.

## H. G. Noel, 304 N. 4th St., St. Louis, Mo.

The Idler, Nov., '94; Feb., '95; also vols. 10 to close.  
International Studio prior to 1900.  
The Critic; The Sketch. Odd numbers.  
The South Seas; early items.

## Ernest Dressel North, 4 E. 39th St., N. Y.

Allen, Colin Clout's Calendar. London, 1882.  
Bunner, Woman of Honor, 1883.  
Clarke, Anti-Slavery Days. N. Y., 1884.  
Count Rumford's Works. Boston, 1870-5, 4 vols.  
Churchill's Poems, 1844, 3 vols.  
Dorsey, Indians of the Southwest.  
Dows, Composition.  
Emerson, Young America; Man the Reformer; The Present. 1st eds.

Grolier Club, Hawthorne Medal; Christopher Plantin.  
Harte, Snowbound at Eagles; Ward of the Golden Gate; By Shore and Sedge; Story of a Mine; Stories of the Sierras; M'liss; West Point Jic-Jacs; Episodes of Fiddletown; Twin of Table Mountain; Pliocene Skull; Lost Galleon; Orations, Poems and Speeches; Queen of the Pirate Isle. 1st eds.  
Hough, The Moki Snake Dance, 1899.  
Miller, The Puppet Booth.



## BOOKS WANTED.—Continued.

Ernest Dressel North.—Continued.

Mapes, Dusé and the French.  
 Nicolay and Hay, Life of Lincoln, 10 vols.  
 Norton's Dante. Boston, 1891-2, 4 vols.  
 O'Brien, Wondersmith; The Diamond Lens.  
 Peabody, The Piper, 1st ed.  
 Reformed Dutch Church Constitution, prior 1763.  
 Roosevelt's Gouverneur Morris. Boston, 1888.  
 Saltus, A Story Without a Name.  
 Smithsonian Institute, Ethnological Proceedings, any.  
 Stedman, American Anthology, 2 vols. L. P.  
 Stories by Foreign Authors, 10 vols.  
 Valentine's Manuals, 1841, '42, '44, '45, '46, '47, '48.  
 Old Book Shop, 10 Chestnut St., Columbus, O.  
 Botticelli, Newnes Art Lib.  
 Keane, Early Teutonic, Italian and French Masters.  
 Didion, Christian Iconography.  
 Gordon, Assissi.  
 Greek Archaeology in Relation to Greek Art.  
 Winkelman, History of Art.  
 Quaile, Illuminated Manuscripts.  
 Schubring, Pisa.  
 Plunkett, Botticelli.  
 Davis, Our Conquest in the Pacific.  
 Benham on Palmistry.

Old Corner Book Store, 27 Bromfield St.,  
 Boston, Mass.

Report of Commission on Charles River Dam, 1903.  
 Pub. by Commonwealth of Mass.

C. C. Parker, 220 So. Broadway, Los Angeles, Cal.  
*Cosmopolitan*, March, '09, and Feb., '10.  
 Atlas of Astronomy, Ball.  
 Eleusinian and Bacchic Mysteries, Thos. Taylor.  
*London Punch*, set, periods or odd vols.  
 Universal History, Leopold Von Ranke.

D. L. Passavant, Zelenople, Pa.

Any early book or magazine article describing the  
 New Orleans, the first steamboat to navigate western  
 waters in 1811. Detailed description wanted,  
 whether stern or side-wheeler. Good price paid.

The Pilgrim Press, 120 S. Wabash Ave., Chicago,  
 Ill.

Parisian Romance, by Zola, \$1.50 ed.  
 The Sister of a Saint and Other Stories, Grace  
 Elery Channing. Stone & Kimball.

Arthur Poole & Co., 321 Confederation Life Bldg.,  
 Toronto, Ont.

Any books by Major John Richardson.

Pownier's Book Store, 37 N. Clark St., Chicago, Ill.  
 Sargent's Standard Speaker.  
 Chicago Imprints before 1870.  
 American Medical Biography, by Dr. Samuel D.  
 Gross, 1861.

Presbyterian Board of Pub., Nashville, Tenn.  
 Farm Festivals, Carleton, \$2 ed., new.

Purdy's Book Store, Galveston, Tex.  
 Set 9 vols. Ridpath's History of World.

G. F. Putnam's Sons, 2 W. 45th St., N. Y.  
 Waters, History of Art.  
 Baker, Descriptive Guide to Best Fiction.  
 Bibliography of Books on North Amer. Indians.  
 Hudson-Fulton Guide Book, paper, containing a  
 history of the Hudson River and Catskill Mts.  
 Huxley, Physiography.  
 Physiography of North America.  
 Mill, On Liberty, early copy. Holt.  
 Mill, Subjection of Women, early copy. Holt.  
 Reed, Alcoholism.  
 Oliver, Hamilton, 1st ed.  
 Shepard, Counterparts.  
 Sutherland, Book of Bugs.

C. L. Ricketts, 1st Nat'l Bank Bldg., Chicago, Ill.  
 [Cash.]

Palaeographical Society's (of London) publication  
 from plates 261-465, years 1884-1894; Hayward  
 Family, Taunton, 1879.  
 Reports on Alphabets, Initial Letters, especially those  
 cut from illuminated mss.

H. C. Robert, P. O. Box 750, Atlanta, Ga.  
 The Scroll of the Law which was offered as a pre-  
 mium by the *Homiletic Review*.

E. R. Robinson, 410 River St., Troy, N. Y.  
 Smithsonian Report, 1885 (Catlin).  
 Lexow Commission, vol. 6.  
 American Ancestry, vol. 5.  
 Nun of Kenmare.  
 Bradford's Plymouth Plantation. Boston, 1898.

Robson & Adee, 309 State St., Schenectady, N. Y.  
 Memoirs of Mme. Riedesel.  
*Cosmopolitan*, July, 1910.  
*Sat. Evening Post*, May 16, 1908; Oct. 12, 1908;  
 Aug. 15, 1908; Aug. 22, 1908; Nov. 7, 1909;  
 April 10, 1909.

Rohde & Haskins Co., 16 Cortlandt St., N. Y.  
 King in Yellow, 1st ed. Neeley.  
 Biog. of John Murray Forbes. H. M. Co.  
 Master Knot of Fate. L. B. & Co.

J. F. Ruggles, Bronson, Mich.  
 Kennedy's Magnetic Springs of Mich.  
 Campbell-Owen Debate.  
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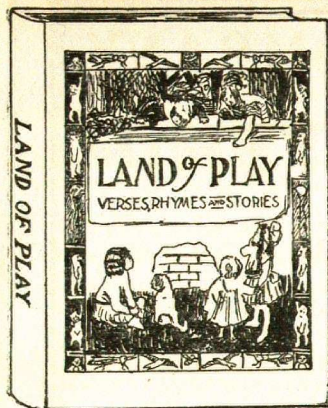
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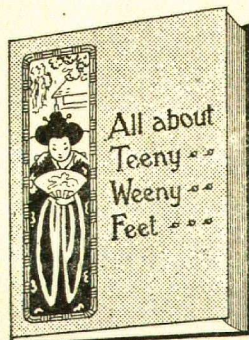
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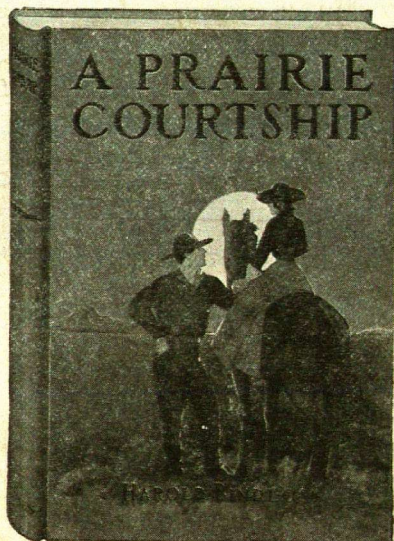




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